



Erste Card Club and Erste banka offer more favorable tourist arrangements for holidays in Croatia

Zagreb, June 9, 2009 – Erste Card Club d.d. (“ECC“) and Erste & Steiermärkische Bank d.d. (“ESB“) have launched an initiative for the booking and sale of tourist holidays in Croatia at extremely favorable prices and additional discounts. The offer is available to all employees of Erste Group’s Croatia and international members as well as the overall Croatian market.

This project should offer additional support to Croatian tourism, because it should encourage Erste Group’s more than 52,000 employees from eight countries to choose Croatia as their holiday destination and it should further support Croatian tourism and those working in tourism in Croatia. Thus Erste Group employees will be able to spend their summer or winter vacations in Croatia with discounts on accommodations in partner hotels of ECC’s travel agency Diners Club Travel (“DCT“) and ESB. Apart from this, the initiative also enables all other Croatian citizens to save on their summer vacation, because a reservation and buying arrangements from this offer they will get them a 7% discount on one-time payments and a 5% discount on Diners Club card payments in installments, free of interest and charges.

The offer encompasses more than 300 hotels, apartment villages and more than 10,000 privately-owned apartments that are all listed on DCT’s website <http://dctravelshop.diners.com.hr/>. Thanks to the advanced internet sales system, all those interested can choose their desired location, calculate the price of accommodation and carry out a safe online transaction by using their Diners Club, Visa or MasterCard. The more favorable accommodation prices were made possible thanks to the years-long business tradition of the DCT travel agency, which has cooperated successfully with numerous partners, amongst which the Polish company Adriatyk has held a special place as a trip organizer, and thanks to Erste banka’s cooperation with its partner hotels.

Employees of Erste Group can access an overview of the more favorable tourist arrangements and can make reservations via their local Intranet portals. Intranet sales have been translated into a number of official languages of Erste Group member states, while call centers are also available in certain countries’ own languages. For now, Intranet sales are available for Erste Group employees in Croatian, German and Czech and will soon be translated into all other languages of the countries in which Erste Group is present. In the first couple of days, significant interest was shown by Erste Group employees, which resulted in more than 4,200 visits to the website featuring the offer.

For all additional information:

Erste & Steiermärkische Bank d.d., 51000 Rijeka, Jadranski trg 3a, www.erstebank.hr

Communications Department

Zagreb – Dario Gabrić, tel.: +385 (0)62 37 13 71; fax.:+385 (0)62 371 981; e-mail: pr@erstebank.com

Zagreb - Nataša Vuletić, tel.: +385 (0)62 37 15 21; fax.:+385 (0)62 371 981; e-mail: pr@erstebank.com

Zagreb – Danijela Trbović, tel.: +385 (0)62 37 15 31; fax.:+385 (0)62 371 981; e-mail: pr@erstebank.com

Rijeka - Irena Loščac-Gombač, tel.:+385 (0) 62 37 52 22; fax.:+385(0)62 375 947; e-mail: pr@erstebank.com