

PRESS RELEASE

Budapest, 26 October 2009

Erste Befektetési Zrt: World Savings Day campaign

Erste investment funds offered free of charges on 30 October

Budapest, 26 October 2009 – On the occasion of the World Savings Day on 30 October, Erste Befektetési Zrt. [Erste Investments Co. Ltd.] is announcing a ‘no-fees-charged’ campaign. In the case of buying the investment notes offered by the company, customers will not be charged any sales charges on Worlds Savings Day.

Róbert Cselovszki, chief executive officer of Erste Befektetési Zrt., says one of the major impacts of the financial crisis could be a heightened public attention to the importance of savings. By implementing the campaign, Erste Befektetési Zrt. is making an effort to persuade customers to save and invest on the World Savings Day.

In the scope of the campaign, the sales fees on orders placed for the investment funds traded by Erste and available via online Hozam Plaza [Yield Plaza], Portfolio Online Tőzsde [Portfolio Online Equities], Netbroker, Erste branches, and online postal points of Magyar Posta [Hungarian Post] on 30 October 2009 will be refunded subsequently to customers’ accounts until 10 November 2009 at the latest.

Erste Befektetési Zrt. is one of the leading brokerage companies in the Hungarian market, and has been awarded as the brokerage company with highest turnover in the spot market of the Budapest Stock Exchange for eight consecutive years. In 2008, the company was granted the Innovation Award by the Budapest Stock Exchange for implementing certificates and constantly widening its product range.

Details of the campaign can be found on the websites www.erstebroker.hu and www.hozamplaza.hu.

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