



Press Release

Unique exhibition to celebrate the jubilee of Sofia as a capital and Alpha Bank's 130th anniversary

A unique exhibition "**Experience Sofia – 130 years capital**" opened on September 7, 2009, to celebrate Sofia's 130th anniversary as Bulgaria's capital and Alpha Bank's 130 years of successful operation.

Enlarged photos from different periods of time, mainly from the beginning of the 20th century, are exhibited across the city centre until October 8, 2009.

The exhibition will be officially inaugurated on September 14, 2009 by the Chairman of Alpha Bank, Yannis S. Costopoulos.

More than 70 archive photos of Sofia reveal to all Sofia citizens how their city looked like at the end of 19th and the beginning of 20th century. An exhibition at "St. Nedelya" square features more than 60 flash-backs, representing the spirit and architecture of the city, where everyone could learn interesting facts about Sofia. There will be also an open-air projection of archive photos of the capital from that period.

20 wall-panels with archive photographs taken since 1879 onwards, are placed in the central area of the capital. They represent buildings, monuments and places, which remain symbols for Sofia citizens until now.

Visitors can imprint a memory of old Sofia at the special Alpha Bank's retro photo corner.

"Alpha Bank is celebrating its 130 years anniversary by promoting the cultural and historical heritage of Sofia. We are proud to offer to each one of us, living in Sofia, a better understanding of the beautiful locations surrounding us.", said the Country Manager of Alpha Bank Bulgaria Branch, Philip Petrou.

You can visit the exhibition spots at:

- Tsar Osvoboditel Blvd., in front of the King's Palace.
- In front of the National Theater Ivan Vazov.
- The entrance of Borisova Garden.
- Orlov Bridge.
- Central Hall.
- Vasil Levski Monument.
- Atanas Burov Sq., between the Presidency and the Archaeological Museum.
- The bus stop in front of the Sofia University.
- The garden between the National Assembly and the Sofia University.
- Sidewalk in front of the Courthouse.
- Garibaldi Sq.
- Slaveikov Sq.
- The garden in front of the St. Sedmochislenitsi Church.
- Patriarh Evtimii Monument.
- St. Sofia Church.

- The crossroad of Vitosha Blvd. and Patriarh Evtimii Blvd.
- National Palace of Culture, pylons.
- The crossroad of Vasil Levski Blvd. and Fr. Nansen Blvd.
- Sveta Nedelya Sq.
- The sidewalk in front of DAMS.
- The garden between DAMS and Orlov Bridge.
- In front of the Botanical Garden.

About Alpha Bank

Alpha Bank was founded in 1879 by J. F. Costopoulos, when he established a commercial firm in the city of Kalamata and today it is one of the most powerful financial institutions in Greece.

In 1999 the Bank acquired 51% of the shares of Ionian Bank and the name of the new, enlarged Bank was changed to ALPHA BANK.

In September 1995, Ionian Bank established Sofia Branch which, after the aforementioned acquisition, was restructured and renamed.

Alpha Bank - Bulgaria has today a network of 120 Branches throughout the country, offering a full range of products and services for individual and corporate clients.

Sofia, September 8, 2009