

Press Release

Alpha Bank and the Sofia Municipality celebrate their 130th anniversary

Alpha Bank, one of the leading banking institutions in the region and Sofia Municipality inaugurated a high profile cultural event for the joint celebration of their 130th anniversary.

The initiative was officially inaugurated by the Mayor of Sofia Mr. Minko Gerdjikov, the Chairman of Alpha Bank Yannis S. Costopoulos and the Country Manager of Alpha Bank Bulgaria Branch Philip Petrou.

The celebration marks the 130th anniversary from the proclamation of Sofia as a capital of Bulgaria. On this occasion the Bank organised a month-long open air exhibition entitled "Experience Sofia - 130 years capital" with the cooperation of the Sofia Municipality, the Old Sofia Municipal Enterprise and the Sofia Museum of History.

Nearly 200 people, including authorities and customers of the Bank accepted the invitation of Alpha Bank and attended the presentation. The guests enjoyed a spectacular exhibit of period photographs of Sofia, specially selected from "Experience Sofia - 130 years capital" exhibition.

After the end of the exhibition, in mid-October, all the photographs will be transferred to the Sofia Town Hall.

An open air exhibition has been staged on Saint Nedelia Square featuring more than 70 photographs of buildings, monuments and sites, which constitute landmarks of the city; the temple monument Saint Alexander Nevski, the monument of Vasil Levski, the garden behind the National Theatre Ivan Vazov and many others. By October 8th 2009 the citizens and the guests of Sofia visiting the exhibition will have the opportunity to travel 100 years back in time and indulge in the spirit of old Sofia. In the central area of the capital 20 wall-panels are exhibited along with a photo archive, representing the architecture of the city at the end of the 19th and the beginning of the 20th century.

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 prominent 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.

*For any further information, please contact
M3 Communications Group, Inc., 00 359 2 818 7010*

Sofia, September 15, 2009