

# Press Release

## **Alpha Bank donates 140 exponents from the exhibition “Experience Sofia – 130 years capital” to the Sofia Municipality**

Today, on October 15, 2009, during a Press Conference held in Sofia Town Hall, the Country Manager of Alpha Bank Bulgaria Mr. Philip Petrou, announced the next stage of the “Experience Sofia – 130 years capital” project. On the occasion of the 130<sup>th</sup> anniversary of Sofia’s proclamation as a capital and the Bank’s presence in Bulgaria, Alpha Bank donated over 70 photos of the old city to the Municipality.

Part of the exhibits will be displayed in the subway stations of the capital Metropoliten, while others will decorate the walls of the building on 33 Moskovska Str.

The Mayor of Sofia Mr. Minko Gerdjikov, expressed his satisfaction by the jointly implemented project, promoting cultural and historical heritage of the city and representing to the residents and guests of the capital the architectural achievements at the end of 19<sup>th</sup> and the beginning of 20<sup>th</sup> century.

Representatives of the Municipality administration attended the conference and received honorary plaques from Mr. Philip Petrou, in token of gratitude for the cooperation and professionalism in the realisation of the exhibition.

Within a month, 20 enlarged photos of emblematic monuments and buildings had been placed in the central part of the city and in the tent on Saint Nedelya Sq. visitors had the opportunity to enjoy 70 more photos accompanied by interest information about the history of Sofia. On the occasion of the campaign, student tours were carried out during which children were able to see the exponents. Sofia citizens and guests of the city watched a projection of archive frames on the facade of the National Palace of Culture.

### **About Alpha Bank:**

Alpha Bank was founded in 1879 by John F. Costopoulos, when he established a commercial firm in the city of Kalamata. 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. Today, Alpha Bank - Bulgaria has a network of 120 Branches throughout the country, offering a full range of products and services for individual and corporate clients.

Sofia, October 15, 2009