



ALPHA BANK

Press Release

Each city becomes a capital of the sport with Alpha Bank Sports Panorama

Alpha Bank SPORTS PANORAMA - an interesting and fun sporting event, starts on a tour around the country to recall the pleasure of the sport in the cities of Bulgaria. Favorite sports and exciting entertainment, controversial contests, gifts and surprises await everyone who visit the Sports Panorama.

Everybody can play football, basketball, bowling, foosball, Playstation 3, to show its skills in rock climbing, cycling, to gambol at a trampoline and to experience unforgettable sensations with NASA and Formula 1 simulators.

The Sports Panorama will visit Sofia from 28th to 30th of May, Rouse from 4th to 6th of June, Varna – in the period from 11th to 13th of June, and Stara Zagora from 18th to 20th of June.

In the Panorama Month, which starts 30 days before the start of the event for these cities and continues 14 calendar days after the end of it, Alpha Bank offers its clients promotional terms on credit and deposit products.

Alpha Bank Visa credit cards - no annual fee forever. This is a special offer of Alpha Bank for new and approved customers who have submitted applications during the Panorama Month at the branches of the Bank in the above-mentioned cities.

Alpha promotional Deposit 9 = 12 is 9-month term deposit in euro with interest for 12 months, offering to consumers attractive interest rates on deposit opening during the Panorama Month.

3 years free “Property” insurance is a promotional offer for Alpha Mortgage Loan for purchase, refinance, construction and repair. The product offers the possibility for up to 100 percent financing for purchasing a home with an attractive fixed interest rate during the first two years for loans in euro. The opportunity to repay the loan within 30 years is accompanied by free property insurance of the property taken as collateral in the first three years. **Alpha Mortgage loan** is free of charge for application during the Panorama Month.

About Alpha Bank:

Alpha Bank - Bulgaria Branch is part of the Alpha Bank Group - one of the most powerful financial institutions in Greece. With more than 1000 branches, Alpha Bank Group is active in international banking markets with presence in Greece, Cyprus, Romania, Bulgaria, Serbia, Ukraine, Albania, Macedonia and the UK.

Alpha Bank Bulgaria today has a network of 120 branches across the country, offering a full range of products and services to individual and corporate clients.

Sofia, May 6, 2010

*For any further information, please, contact
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