

MEDIA RELEASE



Date: February 17, 2006
For further information: Marcelle Greenidge
431-3100

Half-century in sight for ‘the People’s Bank’ Cozier unveils celebration plans to staff

BRIDGETOWN, February 17, 2006 – AT THE TOP of Stephen Cozier’s wish list for 2006 is a vision that Scotiabank will be remembered for being “the best customer service organisation” in Barbados.

Cozier, Scotiabank’s Managing Director for Scotiabank Caribbean East district, expressed this desire as he officially launched celebrations to staff here for what will be a near-year long celebration of Scotiabank’s 50 years of service to Barbadians. He unveiled these plans February 8 at the company’s annual employee awards, held at the Barbados Hilton.

He said: “I would like this 50th year for Scotiabank in Barbados to be remembered as the year in which the goal of being the best customer service organization in the country was reached and that we were able to truly deliver on our core purpose of being the best at helping customers become financially better off by providing relevant solutions to their unique needs.”

The celebrations, under the theme Culture of Excellence: 50 and Moving On, will take the form of a series of activities involving staff and customers over the next several months. The bank opened to business in August 1956, ushering in what became known as the Scotiabank Revolution. It simultaneously opened the door to a new future for many ordinary Barbadians, who did not have access to the type of consumer credit for which Scotiabank is credited for introducing to the market.

“We opened our doors in August 1956 and started what is now known as the Scotiabank Revolution. We became known as the People’s Bank, for Scotiabank pioneered consumer lending to ordinary citizens,” Cozier stressed, “and ensured that the makeup of its employees reflected the majority of its customers.”

In lauding the achievements of staff, he noted that the bank could not celebrate under a banner of excellence without their contribution of those whom he termed “loyal and dedicated employees”. A launch to the wider population is also planned for the near future.