



SCOTIABANK'S BACK-TO-SCHOOL CAMPAIGN HELPS GET CHILDREN IN THE GAME

Customers get a chance to win cash prizes

August 11, 2011, Georgetown – Children in two schools in areas where Scotiabank operates will score big when they head back to school this year thanks to the bank's new credit card campaign.

Through the Back to School campaign, which kicked off on August 1, 2011 and ends on September 30, 2011, Scotiabank will make donations through its Bright Future programme to support the sports teams in two local schools – one from Georgetown and one from either New Amsterdam, Parika or Bartica.

The branches will each nominate a school and there will be a random draw to select the two schools.

For every Scotiabank customer in Guyana who registers their Mastercard® credit card for this promotion through the Bank's website or mobile application, Scotiabank will donate the local dollar equivalent to US\$1.00 to two schools in the community in support of the school's sports program.

"Getting active and being a part of a team has many benefits for children, including improved wellness and self-esteem," said Amanda St. Aubyn, Country Manager, Scotiabank. "Through our Bright Future Programme, Scotiabank is committed to supporting social initiatives that promote healthier lifestyles with the youth in our communities."

Make a difference and win big

In addition to helping make a difference, Scotiabank customers can win big with this year's Back to School campaign. When customers register and use their Mastercard® credit card for purchases during the back-to-school season, they will be entered to win a US\$1000.00 (local dollar equivalent) grand prize.

Customers can register their credit card through the Scotiabank website or on their mobile phones via the Scotiabank mobile banking site. For more information and full details visit www.guyana.scotiabank.com.

About Scotiabank

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, Scotiabank Bright Future. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$44 million annually to community causes around the world over each of the last five years. Visit us at www.scotiabank.com.

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