

PRESS RELEASE

SCOTIABANK'S ULTIMATE BANKING EXPERIENCE KICKS OFF AT MOVIETOWNE

The Ultimate Banking Experience kicked off at Movietowne on Friday 8th August, as Scotiabank Trinidad and Tobago Limited hosted members of the public at the **Scotiabank Be** Money Lounge. Curious onlookers of all ages gathered around the **Scotiabank Be** Money Lounge to cash in on the action.

Persons between the ages of 18-30 years were invited to open **Scotiabank Be** money accounts on the spot, after which they played the **Scotiabank Be** Plinko game, which allowed them to win prizes such as **Scotiabank Be** Access gift cards, **Scotiabank Be** Music t-shirts, iPod Shuffles, Sony Ericsson prize packs and top-up credits from Digicel. All customers who signed up for **Scotiabank Be** money accounts were also automatically entered to win a daily prize of a \$1000 **Scotiabank Be** Access Shopping Spree, a Sony Ericsson walkman handset and \$200 Digicel Top Up, along with Being entered into the grand prize of a \$5000 **Be** Access Shopping Spree, Sony Ericsson walkman handset and \$500 Digicel Top Up.

According to Kwame Blanchfield, Project Manager, Young Adult Segment Strategy at Scotiabank Trinidad and Tobago Limited, "Our **Scotiabank Be** Money Lounge is designed to attract young adults between the ages to 18-30 years, in an effort to communicate directly with them and demonstrate that they can save money, achieve financial independence and enjoy multiple benefits from the **Scotiabank Be** experience. In the coming weeks, the **Scotiabank Be** Money Lounge will be visiting Gulf City Mall, Trincity Mall, the College of Science, Technology and Applied Arts of Trinidad and Tobago (COSTATT), the University of Trinidad and Tobago, and the University of the West Indies."

Scotiabank Be is made up of multiple initiatives which reflect the unique needs of young adults. These include **Scotiabank Be** Money, a personally tailored high interest savings account, **Scotiabank Be** Access, an exclusive VIP merchant program and **Scotiabank Be** Music, an online community for emerging Caribbean artistes and their fans.

Scotiabank has been part of the Caribbean and Central America since 1889. It is now the leading bank in the region, with operations in 25 countries. The bank has some 10,225 employees in the region, serving more than two million customers, with about 370 branches and about 780 automated banking machines.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 50,000 employees, the Scotiabank Group and its affiliates serve about 10 million customers in some 50 countries around the world. Scotiabank offers a diverse range of products and services including personal,

commercial, corporate and investment banking. For more information on the Scotiabank Be Ultimate Banking Experience, please visit www.scotiabankbe.com.



Customers enjoy the Scotiabank Be Ultimate Banking Experience at the Scotiabank Be Money Lounge

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