

**SCOTIABANK CHANGE-MAKER CHALLENGE SELECTS TOP TEN FINALISTS:  
SUBMISSIONS HIGHLIGHT TALENT AND CREATIVITY OF CARIBBEAN YOUNG ADULTS**

**Port-of-Spain, Trinidad, June 15, 2009** – Scotiabank today announced the ten finalists selected to the shortlist phase of the Scotiabank Change-Maker Challenge. The 2009 Change-Maker Challenge contest asked young adults from 14 Caribbean countries to share their marketing vision for Scotiabank's new young adult-focused program, Scotiabank Be. Over 1300 original ideas were submitted.

"The number of responses we received this year far outpaced our estimates," said Pat Minicucci, Scotiabank's Senior Vice President for the Caribbean. "The caliber of creativity in the Caribbean is outstanding and the submissions to this year's Challenge have further confirmed this. The essays showcase the unbelievable talent coming from the future business leaders of the region."

Contestants were asked to create a marketing strategy for Scotiabank Be, Scotiabank's young adult banking platform.

The 10 Caribbean finalists selected to move on are: Debbie-Ann Estwick of Barbados, Fabian Fernander and Janairo Turnquest of Bahamas, Kayla Hall of Belize, Roma Singh of Guyana, Janelle Brown and Sandre Malcolm of Jamaica, Tarek Mohammed and Afeisha Williams of Trinidad & Tobago, and Roleza Samuel of St. Vincent.

Summaries of the finalists' submissions have been posted on the contest website (<http://www.change-makerchallenge.com>) for peer evaluation. A panel of judges, made up of Senior Scotiabank Executives, as well as local academic leaders and media personas, will evaluate the submissions, examine the peer evaluations and narrow the group to three.

In July the top three finalists will be flown to Jamaica to personally present their submissions to the judging panel. The individual with the most innovative idea will take home the US\$10,000 grand prize. The second and third place entrants will take home US\$5,000 and US\$3,000, respectively. The winners will be announced by the judging panel at a press conference in Kingston, Jamaica on July 17, 2009.

The Scotiabank Change-Maker challenge was developed to reflect the importance the Bank places on its young customers and their ideas. Scotiabank is committed to helping young adults achieve their dreams by becoming financially better off.

Scotiabank has been part of the Caribbean and Central America since 1889. It is the leading bank in the region, with operations in 25 countries. The bank has some 11,237 employees in the region, serving more than two million customers, with about 380 branches and about 852 ABMs.

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With close to 69,000 employees, Scotiabank Group and its affiliates serve approximately 12.8 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. With more than \$513 billion in assets (as at April 30, 2009), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

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