

## **PRESS RELEASE**

### **SCOTIABANK PRICESMART SALES BLITZ GENERATES LCD TELEVISION WINNER**

Anticipation was in the air when Scotiabank Trinidad and Tobago Limited recently hosted a sales blitz at PriceSmart's Invaders Bay location. The sales blitz was just one of many ongoing initiatives by the Bank to encourage PriceSmart members to learn more about the benefits of acquiring a Scotiabank PriceSmart Diamond MasterCard.

In describing the impetus behind the sales blitz, Nazra Ali, Manager, New Products at Scotiabank Trinidad and Tobago Limited stated, "The objective of this sales blitz is to reward loyal PriceSmart customers who sought to increase their savings capacity by acquiring the Scotiabank PriceSmart Diamond MasterCard. Signing up for this credit card allows customers to shop smart and earn smart."

The promotion was well received with one lucky customer, Clyde Thompson, taking home the grand prize of a Toshiba LCD television, while 12 additional winners walked away with PriceSmart gift certificates.

Launched in November 2008, the Scotiabank PriceSmart Diamond MasterCard is a co-branded credit card jointly issued by Scotiabank and PriceSmart, and offered exclusively to PriceSmart Club Members. PriceSmart Club Members who qualify for the Scotiabank PriceSmart Diamond MasterCard credit card can earn up to 3% cash back on all purchases at PriceSmart, and up to 1% cash back on all purchases at other merchants locally and abroad. In addition, the cardholder enjoys other benefits, which include MasterTravel Insurance, MasterRental Travel Assistance when traveling abroad.

Scotiabank PriceSmart Diamond MasterCard Credit Card is primarily sold by Sales Agents within each PriceSmart Club during PriceSmart's normal hours of operation.

Scotiabank has been part of the Caribbean and Central America since 1889. It is now the leading bank in the region, with operations in 27 countries, including affiliates. The Bank has 11,906 employees in the region, including affiliates, serving more than two million customers, with 410 branches, kiosks and other offices, plus about 799 automated banking machines.

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).



From left: Donna Latiff, Manager, Alternate Delivery Unit presents Clyde Thompson with his brand new LCD Television

July 14<sup>th</sup> 2009

*For further information, please contact Reena Panchorie, Assistant Manager, Public and Corporate Affairs at 625-3566 Ext 2202 or at [reena.panchorie@scotiabank.com](mailto:reena.panchorie@scotiabank.com)*