

New Head of Marketing for Bank of Bermuda

(Hamilton, Bermuda, 24 August 2006) Bank of Bermuda is pleased to announce the appointment of Marianne Suschak-Matvey to the position of Head of Marketing.

Marianne will primarily be responsible for the ongoing development and execution of the marketing and public relations strategy for Bank of Bermuda. This includes oversight of the marketing communication programmes of the Bank's client-facing businesses and support areas. Specific accountabilities of the Marketing team include media relations, event and sponsorship management, as well as the production of all collateral, advertising and direct mail.

Marianne brings with her more than 16 years of marketing experience from various industries, ranging from banking, utilities, engineering, education and the IT sector.

Marianne holds a Bachelors in Marketing from Indiana University, Pennsylvania and a dual MBA in International Business and International Marketing from Duquesne University in Pittsburgh. Marianne is also qualified in Certified Internet Marketing.

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Notes to Editors:

- Founded in 1889, Bank of Bermuda is the leading provider of fund administration, trust, custody, asset management and banking services in Bermuda. Since 2004 it has been a wholly owned indirect subsidiary of HSBC Holdings plc.
- Further information on Bank of Bermuda can be found at www.bankofbermuda.com
- Further information on HSBC can be found at www.hsbc.com

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