

## **Grand Opening of Renovated Church Street Branch**

**(Hamilton, Bermuda, 31 May 2006)** Bank of Bermuda today formally opened the newly renovated Church Street Branch, which has been temporarily relocated to the second floor of Bank of Bermuda's Church Street facility. The Bank's ground floor branch and the surrounding area are currently under renovation, as the infrastructure is being updated and the interior modernised.

The brand new second-floor branch is accessible by stairs or elevator and has been outfitted with new lighting, flooring, furnishings and fixtures to create a more vibrant and modern interior. Bank of Bermuda's Chief Executive Officer, Philip Butterfield, noted at the ribbon cutting ceremony, "Our intention was to create a more customer friendly atmosphere. Since amalgamation with HSBC, we have been updating our branches island wide and implementing a number of new design features, with a greater emphasis placed on creating an inviting human environment for both customers and staff."

A number of energy-efficient and safety features have been incorporated in the design. These include double glazed windows that have been lightly tinted to reflect the glare of the sun, energy-efficient lighting, and an upgraded A/C and electrical system. Over 1500 square feet have been reclaimed on the second floor by relocation of the windows. The windows, which were heavily damaged during Hurricane Fabian, have been replaced to a hurricane-proof standard, while a second fire escape is now complete as mandated by HSBC branch standards and the Bermuda Fire Service.

A flat-screen television has been installed in the waiting area, which now utilises a Q-Matic waiting system for customers queuing to see a Personal Banker. Customers have access to online banking with 2 computers situated in the Self Service section of the Branch along with a telephone, which automatically connects customers to the Bank's Telephone Banking service. The Branch has also retained its focus on senior customers with a dedicated Seniors' Teller and Seniors' Banker. Customers

will also note the colourful 'Giving Back to the Community' mural as they enter the second-floor branch, which highlights some of the Bank's philanthropic efforts in the community.

The Church Street renovations are part of a larger revitalization project the Bank has undertaken with its premises in that location, including the new Insight Learning Centre. The Bank has also upgraded its drive-through operations at Church Street, in addition to introducing two new drive-through ATMs. A new ATM kiosk is nearing completion, which will house 3 ATMs, a coin deposit and a quick-deposit receptacle. Renovations to the downstairs branch are expected to be completed in 2007, when a brand new branch will again be opened at street level.

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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](http://www.bankofbermuda.com)
- Further information on HSBC can be found at [www.hsbc.com](http://www.hsbc.com)

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**Media contact:**

Kim Wheddon

Media Relations Manager

Bank of Bermuda

**Telephone:** (+441) 299 5613

**Fax:** (+441) 299 6559

**E-mail:** kim.l.Wheddon@bob.hsbc.com