

New Head of Marketing for Bank of Bermuda

(Hamilton, Bermuda, 25 August, 2005) Bank of Bermuda is pleased to announce the appointment of Cynthia Wright to the position of Head of Marketing for Bank of Bermuda.

Cynthia will be primarily responsible for the ongoing development and execution of a 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.

This new post represents an amalgamation of all marketing and communication roles previously carried out either within the Corporate Communications Department or within business units themselves. Specific accountabilities of the Marketing team include media relations, event and sponsorship management, as well as the production of all collateral, advertising, direct mail and the Bank's Web site proposition.

Cynthia brings with her more than 20 years of management and marketing experience, largely gained within the financial services arena. She joined the Bank in 1994 and has worked in the Funds and Investments businesses as well as Banking Services.

Prior to joining the Bank, Cynthia worked for a firm of chartered accountants, the Bermuda Monetary Authority, in the insurance industry as well as print and broadcast media.

Cynthia holds a bilingual degree (English/French) from Glendon College, York University and is a graduate of the Marketing Management Program at the Richard Ivey School of Business at the University of Western Ontario.

An active member of the community, Cynthia is often called upon to assist with the marketing-related activities of local charities. She has also conducted specialised training in this area.

- ends -

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.bm
 - Further information on HSBC can be found at www.hsbc.com
-

Media contact:

Karen Madeiros

Bank of Bermuda

Telephone: (+441) 299 6709

Fax: (+441) 299 6559

E-mail: karen.madeiras@bob.hsbc.com