

Bank competition generates the Cup Match spirit

(Hamilton, Bermuda, 26 July 2005) The Bank of Bermuda's Personal Financial Services (PFS) division hosted a branch Cup Match decoration competition, with participation from the Bank's branches including Head Office, Church Street, Par-La-Ville, St. George's, Somerset, Airport and Premier as well as the Bank's Loan Centre.

The various decorated locations were judged by a selection of senior Bank managers, Bank staff, Bank customers and past Cup Match team captains on several components including concept and artistic design and creativity. The competition generated tremendous team spirit among staff and significantly enhanced the atmosphere in the Bank's branches for customers during the festive Cup Match period.

Top winner of the competition was the Bank of Bermuda's St. George's Branch, followed by the Loan Centre and the Somerset Branch. The winning theme for the St. George's Branch was "Cup Match at St. George's Cricket Club." Mariea Caisey, Branch Manager and her team created a live cricket game in the banking hall featuring young Bermudian cricketers, with Mr. Leroy "Tubby" Richardson, a member of the St. George's Cup Match team dating back to 1941, umpiring the match.

Other competition participants opted to serve tasty Cup Match treats including fried fish, popcorn and snow cones to their customers, while some chose to highlight the history of Cup Match using old photos and stories from the past.

The branch managers from the three top winning locations were awarded cash prizes to spend as they wished, either for a special staff function or for staff incentive prizes.

Frederica Forth, Senior Service and Sales Manager, PFS, Bank of Bermuda said, “ We received an overwhelmingly positive response from our customers. The festive environment that our staff created in the Bank’s branches really put everyone in the holiday spirit.”

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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.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