

Bank of Bermuda raises the stakes in the Bermuda Idol competition

(Hamilton, Bermuda, 1 September 2006) Bank of Bermuda has upped the stakes in this year's Bermuda Idol competition by increasing the cash awards for the winner and top placers. In total the Bank is providing an extra \$5350 in prize money and this year, nobody goes home empty handed, as all contestants will receive a cash prize for their participation. The Bermuda Idol competition has grown in popularity and secured its place as a top community and family event on Bermuda's social calendar. Last year's event was a tremendous success and provided an excellent opportunity for Bermuda's top vocalists to showcase their tremendous talents in a highly competitive environment. Richard Brown, Head of Personal Financial Services at Bank of Bermuda, explained, "It's important as a community that we recognise the many talents that we have right here in Bermuda. Bank of Bermuda is pleased to be able to provide contestants with an even greater reward for their participation which we hope in turn encourages more individuals to participate next year."

The cash awards this year are:

1st place - \$3000

2nd place - \$2000

3rd place - \$1000

4th –14th place - \$100

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

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