

Renovated Church Street Branch reopens on street level

(Hamilton, Bermuda, 13 September 2007) Bank of Bermuda today formally reopened the newly renovated Church Street Branch at street level. The Church Street branch was last year temporarily relocated to the second floor of the Bank's Church Street facility as the ground floor infrastructure was updated and interior modernised.

The brand new ground-floor branch 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, "When we moved the branch to the second floor, customers were excited about the changes to the interior which reflected a more modern and fresh atmosphere. We've been updating our branches island wide to reflect this new look. The Church Street branch has been in operation since 1964 and we are pleased today to reopen the branch on the ground floor, celebrating a new era in its design and layout."

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 air-conditioning and electrical system.

Customers have access to online banking through two PCs situated in the Express Banking 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 dedicated Seniors' Tellers and a Seniors' Banker. Customers will also note the colourful 'Giving Back to the Community' mural as they enter the 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, upgrades to the parking lot, drive-through operations and ATMS, along with a new ATM kiosk, which houses 3 ATMS, a coin deposit and a quick-deposit box.

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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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