



CAISSE D'EPARGNE



PRESS RELEASE

The Caisse d'Epargne launches its online general-public Visa card design competition for the second time

(Paris, October 21, 2008) --- Building on the success of the competition it organized last year for the first time, the Caisse d'Epargne, the No. 1 bank for young people, has announced the launch of its second online Visa card design competition. This year, the savings bank is giving fresh impetus to the competition by teaming up with the Angoulême International Comic Book Festival. The winning entry will be put to the vote of the Festival's panel of judges, and the prizewinner will be announced during the 2009 edition of the International Comic Book Festival.

This competition gives young people *carte blanche* to create a new bank card design inspired by the world of comic books and to submit it to the vote of visitors to the savings bank's website. Young web-surfers will be invited to log on to the www.ecureuil.fr website between November 17 and December 31 to post up their creations and to vote for their favorite card design.

The competition will be open to all young people aged 16 to 25, whether they are customers of the Caisse d'Epargne or not. A series of design tools will be available on the site to help each participant in his or her creative work.

The prizewinning visual will grace the new Caisse d'Epargne *Carte Bleue Visa* card to be offered to young savings bank customers by the summer of 2009. The name of the prizewinner will be included on the back of the cards.

Faithful to its constant drive to innovate, the Caisse d'Epargne launched a major charge card design competition in February 2007 on its www.ecureuil.fr website. With a total of 15,059 creations, this avant-garde initiative recorded record levels of participation. All visitors to the Ecureuil.fr website were then invited to choose their favorite design from among the visuals submitted to their vote. A total of 385,960 votes were recorded! The winning entry entitled "Enjoy" was used to decorate 100,000 *Carte Bleue Visa* cards offered to young Caisse d'Epargne customers.

This re-run of the design competition also provides the French savings bank with an opportunity to reassert – as it has for the past 26 years – its support for the 9th art of graphic novels.

With the organization of the national schools comic book competition and its sponsorship of various prizes awarded by the Angoulême Festival (Young Talents, *Essentiel Jeunesse*), the Caisse d'Epargne confirms its determination to foster budding creativity and the emergence of young talent.

Press Contacts:



Marc Cogrel – Tel.: 33-1 58 40 47 81
Carla Bissang – Tel.: 33-1 58 40 45 97

Email: presse@cnce.caisse-epargne.fr
www.groupe.caisse-epargne.com