



CAISSE D'ÉPARGNE

PRESS RELEASE

The Caisse d'Épargne invites associations to vote for the visual to be displayed on their bank cards

(Paris, May 12, 2009) --- The Caisse d'Épargne, the banking partner of almost 230,000 associations, announces the launch of an online operation inviting associations – whether customers of the savings banks or not – to vote for the visuals to be displayed on their future cash and debit cards. This operation will be running on the www.jevotepourmacarte-associatis.com website from May 7 to June 15, 2009.

Thanks to this initiative, associations will be able to visit the *jevotepourmacarte-associatis* website and choose the graphic identity of their future cash card or debit card from among eight visuals that reflect the dynamism, modernity and commitment of the world of French associations.

Proposed debit cards visuals



Proposed cash card visuals



Once they have cast their vote, the associations will be able to draw lots with a chance of winning one of 10 prizes worth €100 each. The visuals attracting the most votes will be announced on June 17, and the winners of the draw will be known at the beginning of July.

The two cards bearing the two winning designs will become commercially available in the 1st quarter of 2010 throughout the 4,370-strong branch network of the French savings bank.

An active partner of almost 230,000 associations, the Caisse d'Épargne offers them its day-to-day support through a dedicated range of products and services (the *Associatis Essentiel* account service package, the *Livret A Association* passbook savings account, the insurance cover provided by Associatis Assurances), and has decided to make the social economy a major vector for its future development.

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