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## Doral Launches Savings Program and Ad Campaign

### Bank invests \$1 milion in educational and advertising efforts to raise awareness about the importance of saving

January 20, 2010 --- Doral announced today the launch of its new educational and advertising campaign "**Nada suena mejor que ahorrar**" (**Nothing sounds better than saving**). The campaign, which has been developed with the objective of changing consumers' mindsets to incorporate saving as an integral part of daily life, includes an educational program geared to help individuals and communities save.

"As a community bank, we are dedicated to helping improve the quality of life in the communities we serve. This is what we aim to do once again through this initiative, this time by educating about how saving can be incorporated into daily living," said Lesbia Blanco, Administrative Executive Vice President of Doral. This wide-ranging initiative is backed by an investment of over \$1 million in mass media vehicles such as television, radio, print and Internet.

Meanwhile, at Doral branches consumers can obtain educational materials with practical advice on how to lower spending, and which will orient, according to each individual's personal needs and profile, on the various saving vehicles available. These range from savings accounts and certificates of deposit to savings clubs such as *Ahorro Pre-Ira*, *Back to School Navidad* and *Verano Doral*.

In addition to the advertising efforts, Doral's financial education program, *Conocimiento Efectivo*, reinforces the campaign's message through a series of talks and seminars on the importance of saving and the many practical things that can be done to save in daily life. **Attendees to these talks will receive a \$15 certificate to open a savings account at Doral.**

Communities, organizations and schools interested in participating in these financial seminars can call our special phone line: 787/300-4488 and/or send an e-mail to [conocimientoefectivo@doralbank.com](mailto:conocimientoefectivo@doralbank.com) to coordinate a talk given by one of our managers. This way, by offering educational talks around the Island, especially in areas of moderate to low resources, the Doral branch managers become "savings ambassadors."

As part of the educational program, interview cycles will be conducted throughout the year in order to carry the message of saving and provide useful information and practical advice to the communities.