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PRESS RELEASE

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Doral launches checking and savings account
For each opened account Doral contributes \$1 to Ricky Martin Foundation

San Juan, Puerto Rico- Doral announced its Community Program *Se Trata*'s third phase today; a joint effort with the Ricky Martin Foundation to combat human trafficking in Puerto Rico. In addition, it summed up the community program's reach, which began in May 2010 and has as its main goal to create awareness, educate and empower people on the second's most lucrative crime in the world based on the exploitation of human beings.

Action that brings hope

Doral strengthens its compromise to the Foundation's mission as it announced today the launch of its new checking and savings account that makes a difference for the benefit of all minors. It is estimated that 27 million people are victims of this shocking crime, including Puerto Rico's kids and youngsters.

"The Hope account impacts both our client and the community. It allows us to continue empowering our communities so they'll become protectors and we may together bring hope to our children", sustained Lucienne Gigante, Doral VP Public Relations and Community Affairs.

Based on the bank's vision of making a difference, Doral names its account "Hope", as each opened account will bring hope to Puerto Rico's kids and youngsters

Hope is a checking and savings account with distinctive benefits:

- \$0 service charges
- Unlimited deposits and withdrawals
- Online banking/ *Bill Payment*
- Exclusive card, designed with the Tau icon and the "No to Human Trafficking" statement

The debit card's unique design includes Tau, the Foundations icon, whose name means "hello" in the taíno language and is the emblem for the program "People for Children",

the entity's main project created to educate, denounce and eradicate the human trafficking of minors around the world.

"The Ricky Martin Foundation is very grateful to Doral's commitment to combat human trafficking as our partner," says Bibiana Ferraiuoli, Executive Director of the foundation. "As a public charity, this contribution strengthens our mission and provides hope to the most vulnerable segment of the population".

Doral will also provide a limited number of commemorative t-shirts, to be offered as a welcome gift to the first people to open their Hope account. For younger children, the Doral Kids account offers the option of a new debit card allusive to hope, which also contributes to this cause.

To open an account and/or more information, you may contact any Doral branch around the Island, call 787.749.7000 or access the web page www.doralbank.com.

About Se Trata

Se Trata community program's first phase included Doral's financial support for the investigative study "Human Trafficking in Puerto Rico: an Invisible Challenge"; a pioneer research on this crime, led by Dr. César Rey in collaboration with the Ricky Martin Foundation, Johns Hopkins University (The Protection Project) and the University of Puerto Rico. With the study as a starting point, Doral and the Foundation launch the first awareness campaign on this crime and educate a million people through television, the press, radio, Internet, billboards and social networks.

Parallel to the awareness campaign, over 2,000 people (among young people and adults) were impacted through educational workshops on human trafficking in Puerto Rico and the investigation's fundamental findings.

The Foundation's personnel offered the trainings to members of the press and communications media, government entities and academic organizations, as well as the judiciary branch, among others.

Meanwhile, young members of SER de Puerto Rico, Nuestra Escuela and Iniciativa Comunitaria received leadership workshops at Doral's Leadership Center by the Bank's expert personnel. Likewise, they learned about the crude reality of human trafficking through the Ricky Martin Foundation's personnel.

Se Trata, is one of Doral's seven community programs in alliance with different entities that place improving the quality of life in the communities as their top priority, taking action on environmental, housing, health, leadership, financial education and business development issues, as well as art.

For additional information, access doralbank.com/community or rickymartinfoundation.org/setrataeng.html. Twitter: **RM_Foundation**

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