

Contacts:  
Olga Mayoral-Wilson, APR  
Maria Bermudez  
Lucienne Gigante  
Corporate Communications  
787 474 6709

[Olga.mayoral@doralfinancial.com](mailto:Olga.mayoral@doralfinancial.com)  
[Maria.bermudez@doralfinancial.com](mailto:Maria.bermudez@doralfinancial.com)

FOR IMMEDIATE RELEASE

**Doral Bank Launches *Doral Comercial* program,  
featuring Doral Business Partners and  
DNegocio business account**

San Juan, Puerto Rico, October 24, 2007--Doral Bank today announced the launch of the *Doral Comercial* program to attend to the commercial segment of the local market. Specifically designed to provide added value to our business customers, the program features DNegocio, a combined business account, and Doral Business Partners, a business network created to provide exclusive discounts to Doral clients in a variety of services needed by businesses today. To serve this growing segment, Doral has also beefed up its commercial area by recruiting more than 15 experts in the past six months solely to attend the segment's unique needs.

"Doral is differentiating itself by adding value, and today, Doral is making headway again in the local market by launching another innovative program designed to serve the needs of the business community," said Calixto García-Vélez, president of Doral Bank. "Similar to Doral Home Values and Pink programs launched this year, *Doral Comercial* is more than a product, it's a complete program tailored to help businesses grow, no matter their size," he continued.

The program, led by an experienced team with vast knowledge in each area-- including small and medium-sized businesses, corporate and construction— attends to the particular needs of each client. Doral's Relationship Officers (ROs) serve as liaison between Doral Bank and its business clients in order to provide the personalized, direct and efficient service essential to the segment.

**DNegocio**, Doral business account, is a combined account offering checking, savings, and line of credit, in addition to the Doral debit Visa and Corporate Visa. Also, it is the only commercial account that gives its clients free membership to the discount program Doral Business Partners.

Designed to provide added value to our business customers, **Doral Business Partners** is a network of affiliated partners that offers exclusive discounts, ranging from 10% to 30%, to Doral business customers in a vast range of areas including marketing, public relations, consulting, legal, web design, human resources, office equipment, and accounting, among others.

“Our research with small businesses told us what they need the most is a partner to help them with the administrative side of their business. Doral Business Partners delivers to that need so they are allowed to do what their do best, which is run their business,” said García-Vélez. “We understand the challenges facing small and medium-sized businesses today, therefore, having the ability to get discounts in services they need at a price otherwise available to larger institutions is of significant value.”

“Doral Business Partners is truly the first network in its class and it will continue to grow as more business join, all helping each other grow, and at the same time contributing to Puerto Rico's economy,” he continued.

The program's advertising campaign, Doral's first dedicated to the commercial segment, launches this week to communicate Doral's engagement with the needs of the business community. Using an innovative approach, the campaign's first phase places Doral's Relationship Officers (ROs) front and center in the ads. The concept of the campaign—people working for your business as if it was their own—features the ROs working in their customer's businesses as if they were their own. Through a humorous approach, the campaign's second phase concentrates in the DNegocio account and the Doral Business Partners program, and appeals to the hectic life and multi-tasking nature of a business owner today. The campaign will feature print ads in national and regional media and television spots.

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