

PRESS RELEASE**April 2 , 2009**

Advantage offered by DenizBank to holders of SME Card

With DenizBank –MasterSME program, holders of SME Card will be able to save money thanks to discounts of up to 50% with their business expenses

Focusing on small and medium enterprises it considers as backbone of the country's economy, DenizBank now offers one more advantage to the ones already offered via 'DenizBank SME Card' developed specifically for needs of SMEs. Holders of SME Card can now save money while spending for their business thanks to MasterSME Program developed by MasterCard.

Sharing his assessment on innovation of DenizBank in SME Banking, Gökhan Ertürk, Executive Vice President said that it is very important for SMEs to use financial instruments well in this period of global economic crisis. Pointing out that from this understanding, DenizBank added to its SME Card the program of MasterSME to offer opportunity of cost advantage to SMEs, Ertürk continued:

"SME Card joins 4 different credit options on a single card and we can provide service to our customers on a 7/24 basis via many distribution channels. Thanks to the MasterSME Program we enable SMEs to benefit from discounts of up to 50% in member companies offering various services such as IT, communication, car rental, and advisory, which indeed constitute a remarkable part of operating expenses of SMEs. The enterprises thus will be able to save money while spending for business. SME Card is a card adding value to SMEs, helping them manage their expenses and time."

Member companies providing access to advantages of MasterSME Program include:

ADS Danışmanlık, Avea, Avis, Bimeks, Budget, Casper, Decar, Dedeman Hotels&Resorts, e + Eğitim, Format Matbaacılık, Google AdWords, Kurutemizleme.com, Mikro Yazılımevi, Office 1 Superstore, Personelonline.com, Praktiker, Preskoplus Dijital Baskı, Safe&Secure, Secure Drive, Sony, Yenibiris.com, Yurtiçi Kargo, VIP Business

DenizBank 

www.denizbank.com | 4440800