



**PRESS RELEASE**

**JUNE 17 , 2009**

## **‘100,000 BOOKS FOR 1,000 VILLAGES’ PROJECT IS IMPLEMENTED IN THE MEDITERRANEAN REGION!**

**Book deliveries started in the Mediterranean Region concerning the “100,000 Books for 1,000 Villages” project carried out within the framework of the DenizBank Agricultural Mobilization.**

Ranking the first among private banks thanks to its financial contribution in the agricultural sector, DenizBank started to deliver books within the project of “100,000 Books for 1,000 Villages” in cooperation with the Ministry of Agriculture and Rural Affairs implemented in the framework of Agricultural Mobilization.

Bora Simsek, Regional Sale Manager, Fatih Çaldemir, Agricultural Banking Region. Responsible and Kadir Güven, Provincial Director of Agriculture of Burdur attended to the meeting held in the Burdur Provincial Directorate of Agriculture on June, 17, and Bora Simsek, Regional Sale Manager, delivered the books to Kadir Güven, Provincial Director of Agriculture of Burdur.

Bora Simsek, DenizBank Regional Sale Manager, evaluated this project as follows:

“Departing from the fact that agriculture has a vital significance in our country’s economy; we are carrying out the Agricultural Mobilization and ‘100,000 Books for 1,000 Villages’ project in this framework. We target to increase awareness and efficiency in production by enlightening farmers through published agricultural books and agricultural consultants in the chosen villages. We would be more than happy if we can contribute to our producers”.

In the scope of the mobilization and within the framework of “100.000 Books for 1.000 Villages” project implemented with the contribution of the Ministry of Agriculture and Rural Affairs; 100.000 books chosen according to the regional products patterns will be offered by agricultural consultants to farmers in 1.000 villages. Again in the framework of the mobilization, scholarships will be offered to the children of farmers who have financial burdens. Regional agriculture’s today, tomorrow and potential will be discussed at the “Regional Agricultural Councils” to be held in 7 cities, seminars will be given to thousands of producers and consultancy services will be offered.



During the Agricultural Mobilization, producers can buy fuel from Petrol Ofisi with five-month maturity and interest-free, and will earn participation right in the drawing for their expenditure of TL 100 and above by the Producer Card. In total, 8 tractors, 80 fuel purchasing cheques, 80 seramatik machines (greenhouse automation systems) and 80 mobile phones will be distributed at the drawings to be held on June 16, July 17, August 18 and September 24, 2009.

Expanding customer-oriented approach to all its branches, DenizBank will have 60 branches tailor-made for agriculture by the end of the year. In total, 215 out of 450 DenizBank branches will offer specialized products and services for producers through agricultural engineer-bankers.