



PRESS RELEASE

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With Bursaspor Bonus, both Fans and the Club Win

DenizBank launched "Bursaspor Bonus Card" exclusive for fans of green and white of Bursa. With Bursaspor Bonus which has all the features of Bonus Card, while fans benefit from many campaigns and discounts, they will also contribute to their club.

DenizBank continues to strengthen her collaboration with sports clubs. With the collaboration of **Bursaspor** and **DenizBank**, "Bursaspor Bonus Card" exclusive for fans of green and white has been launched. The publicity meeting of the Bursaspor Bonus was held on Thursday March 15th, 2012 at Bursa Çelik Palas Hotel. Among the attendees to the publicity meeting were the CEO of DenizBank **Hakan Ateş**, Member of Bursaspor Board of Directors **İlhan Uslu**, Bursaspor Head Coach **Ertuğrul Sağlam**, DenizBank Executive Vice President in charge of Retail Banking **Gökhan Ertürk** and many senior managers from DenizBank.

50 thousand cards in 2 years

DenizBank CEO Hakan Ateş expressed their happiness for their collaboration with Bursaspor. Stressing that the last revolution was made by Bursaspor in Turkish football Ateş said, "We are honored to contribute to the development of sports in Turkey by collaborating with remarkable clubs in Turkish football history such as Bursaspor. With Bursaspor Bonus, both the income of the club will increase and fans will contribute to champion Bursaspor with each shopping with their cards and benefit from special privileges. With their large and vibrant fan base, we estimate that Bursaspor Bonus will reach 50 thousand cards in 2 years. We created a total of TL 4,5 Million to all clubs until today with fan cards. As DenizBank we are the greatest supporter of our sports clubs. Within this framework, we aim to create an additional income of annual TL 500,000 to Bursaspor with Bursaspor Bonus Card Project.

İlhan Uslu, Bursaspor Member of the Board of Directors said in the publicity meeting, "As Bursaspor Club, we attached importance to projects that will create permanent income until today. And now we are proud to undersign a new project here. We believe that Bursaspor Bonus Card Project will be a successful project whereby our fans will benefit from various campaigns and our club will win. We are happy to realize this with DenizBank which works with all teams that won the championship in the Premier League and supports sports. We invite our fans to get Bursaspor Bonus Card and support this project.



"We are very happy to collaborate with Bursaspor"

DenizBank Retail Banking Group Executive Vice President **Gökhan Ertürk** stated their enthusiasm regarding the collaboration with Bursaspor which became the champion in Super League. Ertürk said "Our implementations for sports fans continue as per sports clubs which is one of our prioritized sectors based on niche markets understanding we focus on. We are now the only bank having a card program with all teams that were champions in the Super League by collaborating with Bursaspor also known as the crocodiles. We are also very happy to work with Bursaspor after Eskişehirspor, Çaykur Rizespor, Mersin İdman Yurdu and Orduspor along with other champion clubs. Both sides will win in this collaboration. I call upon all Bursa citizens to acquire this card."

Privileges of Bursaspor Bonus

- With all shopping done by holders of Bursaspor Bonus Card, a contribution share will be transferred to the club at a specific rate. The card holders will contribute to their club with each shopping without paying any extra fees.
- Holders of Bursaspor Bonus Card will benefit from all opportunity and advantages of Bonus having the largest merchant network in Turkey.
- Fans will benefit from installments, earn and spend bonuses and enjoy all campaign at merchants.
- Card holders shall benefit from various advantages in club sponsor stores and when buying tickets.
- Special for this launch, 20 TL shall be topped up for fans whose Bursaspor Bonus Card application is approved, 15 TL shall be topped up for first shopping worth 50 TL totaling to 35 TL until the end of May 2012.
- Seasonal campaigns special for fans will continue.
- With the campaign of win as your team wins, card holders will earn bonuses as much as the goals that their team scores.
- Bursaspor Bonus Card will have the feature of contactless payment with Visa payWave infrastructure, and it will be possible to make payments under TL 35 rapidly and safely without carrying coins.

You may apply for Bursaspor Bonus from all DenizBank branches, from 444 0 800 Açıkdeniz Telephone Banking, Açıkdeniz Internet Banking or www.denizbank.com website.