

**Easy by RHB: First of 2 Perodua Alzas won, 90 happy winners with more prizes to be won.**

**Kuala Lumpur, 24 April 2010** – The Easy by RHB Peraduan Easy Contest campaign which began in December 2009 has reached its halfway mark with the 3rd monthly prize-giving ceremony unveiling a lucky customer winning the first of two Perodua Alzas, another riding away with a Vespa scooter, 3 other lucky winners taking home LCD TVs with home theatre systems, and many more winning mobile phones, digital cameras, iPod Nanos and cash vouchers.



“The Peraduan Easy Contest campaign was developed in line with the brand’s tagline, SIMPLE & FAST BANKING™. As such, it is very easy to participate. There is no application form to fill and no SMS entry required. All customers need to do to win is to sign up for our products to get an entry, and if they want additional entries they will have to deposit a minimum of RM100 into their participating account or spend a minimum of RM50 with their Easy debit card,” said Renzo Viegas, Director of Retail Banking of the RHB Banking Group.

He thanked Easy customers for their tremendous support and for introducing Easy’s innovative and first-of-its-kind retail banking concept to their friends and families. Renzo stressed, “Our customers enjoy hassle-free access to Easy’s banking products through paperless application processes, whereby only their MyKad is required for applications with on-the-spot approvals and loan disbursements.”

Easy aspires to be a strong community bank and outlets are located in the heart of communities, accessible 7 days a week and with extended opening hours till as late as 10 p.m., breaking the convention of traditional banks. “We have expanded rapidly since July 2009, from 2 pilot outlets to 26 branches within the Klang Valley and Seremban, and 22 Easy kiosks at selected Tesco branches around Peninsular Malaysia. We are introducing Easy to customers of Pos Malaysia, through 2 pilot kiosks at Pos Malaysia offices within the Klang Valley. We are also looking forward to expand into other key market centres throughout Malaysia. With this, we hope to give everyone an opportunity to experience simple and fast banking through Easy by RHB,” he added.

The Peraduan Easy Contest campaign is Easy’s way of appreciating their customers’ show of support. Thus far, a total of 90 lucky winners have walked home with numerous prizes, including the Perodua Alza and Vespa scooters. The first month’s Vespa scooter winner said, “Easy by RHB is really easy! Simple and fast processes. No documents required and my loan was approved instantly. I have now won a brand new Vespa scooter! It really is that easy to win with Easy by RHB!”

The prizes for March’s draw were presented to all 30 winners at a prize-giving ceremony which was held today. The Grand Prize and First Prize winners this round are Ahmad Hasni bin Mohamed Jalilah and Sarinah binti Deraman for the first Perodua Alza and Vespa scooter respectively. The contest campaign will end on 10 June 2010, and there are still 1 more Perodua Alza, 5 more Vespa scooters, and 87 more exciting prizes to be won.

*Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.*



## News Room

---

### **About the RHB Banking Group**

*The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into four Strategic Business Units (SBUs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. These businesses are offered through its main subsidiaries – RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's International Banking Division include the commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.*

*It's time we simplify banking.*