

NEW DIRECTOR APPOINTED TO FINALTA'S SENIOR MANAGEMENT TEAM

FOR IMMEDIATE RELEASE

London, 06 July 2010 – Finalta, a leading European independent advisory company, today announced the appointment of a new Director to its London head office. Mr. Russell Shore, former National Sales and Service Director, Premier Banking for Barclays Retail Bank, will assume his position with immediate effect.

With an exceptional track record of results within a leading UK financial institution, Russell Shore brings his extensive experience in growth strategies to Finalta, through his entrepreneurial and customer focused approach.

Russell held a number of prominent positions whilst at Barclays Retail Bank within the branch network and direct channels. Prior to joining Barclays, he was a Management Consultant in the retail banking team at Ernst and Young. He graduated from Manchester University with a First Class Bachelor of Science with Honours in Management Science with American Business Studies.

“I am delighted to announce that Russell is joining Finalta’s senior management team.” says Christine Johnston, Finalta Director. “His deep industry knowledge and experience in retail banking, and the affluent segment in particular, will bring significant value to Finalta clients. Russell will be a key addition to the leadership team as we continue to expand our product portfolio and service offerings.”

Finalta is an independent advisory company that specialises in providing benchmarking and best practice consulting to leading European financial institutions. Finalta provides retail banks with fact-based analysis and practical recommendations designed to support rapid performance improvement. Finalta works with over 75 leading banks across Europe, a sample of which includes: Allied Irish Bank, BBVA, BNP Paribas Fortis, Citibank, Erste Group, Eurobank, Lloyds Banking Group, Raiffeisen International, Santander and UniCredit Group.

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For further information, please contact:

Clare Lucey - Marketing Manager, Finalta

Email: clucey@finalta.eu

Tel: +44 (0) 7789 886 250