



FOR IMMEDIATE RELEASE

CONTACT:

Dominic Hiatt, Rhizome PR
+ 44 (0) 20 7851 4757
+ 44 (0) 7595 221604
dominic@rhizomepr.com

Georgians simply Love their Cards as Bank of Georgia Launches Serverside-powered Card Customisation Program

London, 29 June 2011 – Cardholders in Georgia can now place images of their own onto their cards, as Georgia’s leading universal bank, Bank of Georgia, launches ‘Love Card’, a new card customisation service powered by global technology provider, [Serverside Group](#). For more information, visit www.lovecard.ge.

The new design-your-own card, which went live on 20 May, is available across the bank’s debit and credit portfolios and costs GEL 15. It is currently applicable to Visa Electron, Visa Classic, Cirrus Maestro and MasterCard cardholders.

Bank of Georgia has pulled out all the stops to give the new service the highest possible visibility. The Love Card is being marketed through multiple channels, from adverts and editorial slots on the major TV stations, articles in the country’s leading magazines and newspapers, to web banners on Facebook and videos on YouTube.

The bank also ran an application on its Facebook page, where people were invited to upload their best designs across three categories — photo, graphic design and painting — and take part in a competition.

The best 30 designs were published in the gallery on the Love Card website and made available for customers to use on their cards. Great prizes were available, too, from iPods and Wacom pads to digital cameras and a MacBook.



If cardholders don't have the time to design a card of their own, they can choose an image from one of a number of galleries, including Nature, Dessert and Drinks, National Symbols, Sports and Animals.

David Bezhiashvili, Card Service Department Director, Bank of Georgia, commented:

"We're very pleased about the launch of the Love Card, as it enables our clients to be different and really express themselves. It puts them in charge of how their card looks and extends the bank's payment cards proposition. The whole programme and campaign have come together quickly and we've been very impressed with the Serverside team who have been knowledgeable, punctual and professional throughout."

Tom Elgar, Co-founder and CTO, [Serverside Group](#), added:

"Love Card is a textbook example of how a card customisation program should be promoted. The website is superb while the TV ads and YouTube video have got real energy and really relay the fun and creative potential of designing your own card. At the same time, competitions really ramp up acquisition rates, loyalty and ultimately Return on Investment. It's a fantastic consumer campaign and we have no doubt that it will be a great success."

– Ends –

About Serverside

Founded in 2003, [Serverside Group](#) is the global technology leader in digital card design and a provider of innovative solutions to issuers, personalization bureaus and card manufacturers.

Serverside has built a market-leading position by running more than 1,000 card programs through its network of over 200 card issuers in 27 countries. Its clients include: RBS Group, ING, Permanent TSB, ANZ, BMW, KBC, Fortis and Heritage Building Society. [Serverside Group](#) is headquartered in London and has offices in New York, Chicago and Auckland.

www.serversidegroup.com

About Bank of Georgia



Bank of Georgia is the leading Georgian bank offering a broad range of corporate banking, retail banking, wealth management, brokerage and insurance services to its clients in Georgia, Ukraine and Belarus. Bank of Georgia is the largest bank in Georgia by assets, loans, deposits and equity, with 36% market share by total assets (all data according to the NBG as of 31 March 2011). The bank has 143 branches and more than 1.2 million retail and corporate current accounts. For further information, please visit www.bog.ge/ir