

**Bank of Georgia Announces Launch of SB24, Its Updated Retail Banking Brand; The Rebranding Campaign Publicized and Supported Through The Licensed Local Version Of The Apprentice**

Bank of Georgia (GSE: GEB), a leading Georgian universal bank, announced that it has undertaken a partial rebranding in order to update its image and bring it in line with the dramatic transformation the bank has undergone in the past 18 months. The bank's corporate logo, while retaining its most distinctive feature - the picture of the lion (an artifact found in the South-East Georgia and dated VI century B.C.), has been modernized through the use of a different font and other subtle updates.

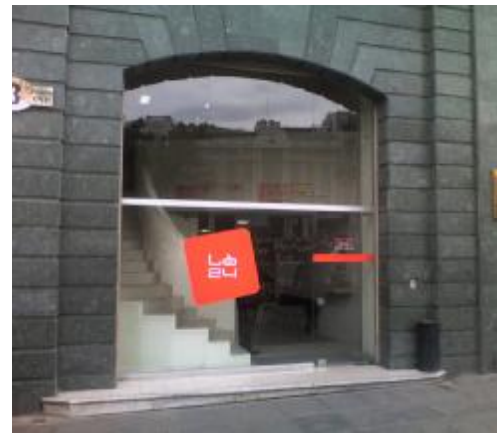
Old Corporate Logo



Modernized Corporate Logo



Additionally, the bank has launched the SB24 sub-brand (SB stands for **S**akartvelos **B**anki, the Georgian name of the bank) for its retail banking services, thereby creating an instantly recognizable retail banking signage and "look and feel" to be used throughout its branch network and its partner merchants. The bank's internet banking is in the process of migrating to [www.sb24.ge](http://www.sb24.ge), which will be the bank's self-contained retail banking website, navigable from the corporate website and all other group company websites. The bank has used this occasion to harmonize and streamline its corporate color palette, which will comprise orange, white, and various shades of grey.



**About Bank of Georgia**

Bank of Georgia is a leading Georgian universal bank. The bank markets and distributes a wide spectrum of retail products through its extensive branch network, and offers a full range of commercial banking and investment banking services to corporate clients. Additionally, BCI, the wholly-owned insurance subsidiary of the bank, offers a wide range of corporate and retail insurance products (through its newly launched *Chemebi* retail brand). As at March 31, 2006, the bank had GEL 606.4 million in assets and GEL 99.5 million in equity. In 2005, the bank earned net income of GEL 12.8 million.

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The bank has timed the partial rebranding to coincide with the premiere of *The Candidate*, the local licensed version of NBC's *The Apprentice* hosted by Donald Trump, with **Lado Gurgenidze**, Chief Executive Officer of Bank of Georgia starring in the show. The bank advertises heavily its new SB24 retail sub-brand during the show. The pilot of *The Candidate* aired on Rustavi 2, a leading Georgian television channel, on 17 April 2006 and enjoyed the rating of 17, well ahead of all prime time programming on other channels. For further information, see [www.kandidati.ge](http://www.kandidati.ge) and [www.rustavi2.com](http://www.rustavi2.com).

*The logo of the show*



*The boardroom*



*The first assignment*



*Selected Contenders*

