



MARKETING DIVISION

Belgrade, September 4th 2010

Birthday Party of Cricket Savers and Komercijalna banka

“I am a cricket Cvrle, a bank is my home and in Komercijalna I am saving with all my strength...”

That’s how the cricket Cvrle sang at the birthday party which the Bank organized for its loyal Cricket savers.

For the party in Belgrade Zoo, the Bank invited 40 families having the largest number of cricket savers, along with the families whose children have kept the status of “little crickets” longer than anyone else.

Unlike the custom for a celebrator to receive gifts, this time the Bank decided to reward the Cricket savers by donating to each child VISA Gift card, with 40 EUR per each.

The party went on and on until the little crickets got tired from singing and playing with Cricket and Ant and the real enthusiasm and the highlight of the party occurred when the employees of BeoZoo brought animals from Baby garden.

It was the first time that the children had the opportunity to see a white lion cub in person and other exotic animals that until then they could only see on television.