

**Press
Release**

16 July 2008

Tan Sri Dato' Azman Hashim receives The BrandLaureate Brand Personality Award
Tan Sri Dato' Azman Hashim, founder of the AmBank Group, has been awarded the prestigious "BrandLaureate Brand Personality Award" in recognition of an outstanding individual who has contributed greatly to the brands of the banking industry. YAB Tun Dr Mahathir Mohamad made the presentation to Tan Sri Dato' Azman as part of The BrandLaureate Award 2007-2008 held in Kuala Lumpur on 30 June. In addition, the AmBank Group received a "BrandLaureate Conglomerate Award" which is presented to an organisation which has a basket of successful brands that have contributed to Brand Malaysia's equity. Presenting the latter award to Tan Sri Dato' Azman was Duli Yang Maha Mulia Tuanku Tengku Fauziah binti Al-Marhum Tengku Abdul Rashid, Raja Perempuan of Perlis.

The BrandLaureate Award 2007-2008 was created to honour excellence among the world's best brands in the Asia Pacific, and the The BrandLaureate awards are given to brands across the Asia Pacific region who have shown best practices in branding and have met the stringent judging criteria of the Asia Pacific Brands Foundation. The award is currently in its second edition. Selection of the BrandLaureates are based on the brands' brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

Tan Sri Dato' Azman, Chairman, AmBank Group said, "I am very honoured that the AmBank Group has been recognised for its contribution to the equity of Malaysian brands. Branding is certainly a powerful tool that can help further the growth of the banking sector by connecting users and providers so that they can gain deeper understanding of, and hence greater benefit from each other.

Partnerships and cooperations that arise from dynamic and strong brands also generate synergies that contribute to the growth of the industry. The AmBank Group continually strives to create innovative branding initiatives in the banking sector in support of the development of the industry."

The AmBank Group was also awarded one of the "Top 30 Companies in Malaysia" awards by Malaysia's Most Valuable Brands, an initiative of 4As Malaysia and Interbrand in November 2007.

About the AmBank Group

Founded by Tan Sri Dato' Azman Hashim, the AmBank Group was incorporated in August 1975, and started business operations in April 1976. The Group is now the fifth largest banking group in Malaysia* and has its businesses grouped around AmInvestment Bank Group, AmBank, AmAssurance and AmIslamic Bank.

Renowned for many innovations in the capital markets, the AmBank Group provides a wide range of investment banking, commercial banking, retail financing and related financial services, which include Islamic banking, underwriting of general and life insurance, stock, share and futures broking, investment advisory as well as asset, property and unit trust management.

AmBank Group's core philosophy incorporates a deep-seated commitment to the satisfaction of its wide range of customers, with numerous customer-driven initiatives woven into all forms of communication and interaction with all customer groups. The Group is committed to providing new and innovative products and services to its customers, and its partnership with the Australia and New Zealand Banking Group (ANZ), one of Australia's leading banks, provides the powerful synergy of combined expertise and experience.

For more information, please visit ambg.com.my

* By assets, as at 31 March 2008

For further enquiries, kindly contact Syed Anuar Syed Ali, Director, Group Public Affairs, AmBank Group at tel: 03-2074 6564 or via e-mail at: sasa@ambg.com.my