



**AmBank Group**

**Press Release**

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3 February 2013

## **AmBank launches RM388,888 Prosperity Bonanza! Campaign**

AmBank (M) Berhad ('AmBank') and AmIslamic Bank Berhad ('AmIslamic Bank') today launched its newest deposit campaign called the AmBank Prosperity Bonanza! Campaign where customers stand a chance to win the Grand Prize of RM388,888 by just depositing a minimum of RM1,000 into their AmBank or AmIslamic Bank Current or Savings Account or RM10,000 in Fixed Deposit or Term Deposit.

Customers will stand a chance to win the Grand Prize of RM388,888 cash or the first prize of RM18,888 cash or even daily prizes of RM888 cash each by just depositing their money into any of the above deposit account. The best part of this campaign is that, a customer is eligible to win all three category of prizes mentioned above. There will be 14 first prizes of RM18,888 where each state will have a winner each.

This campaign which started on 16 January will run until 31 March and is open to all individual and non-individual retail deposit customers, both new and existing. New and existing customers need to only deposit RM1,000 into their Current or Savings Account or RM10,000 in Fixed Deposit or Term Deposit to be eligible for the chance to enter and win the Grand Prize.

"With the Chinese New Year just around the corner, we want to share our 'prosperity' with our customers by offering the Grand Prize of RM388,888. It is a simple contest, no slogans or creative signatures required," said Mr Paul Lewis, Managing Director, Retail Banking, AmBank (M) Berhad.

"The objective of this campaign is to reward customers for banking with AmBank and AmIslamic Bank by providing exciting rewards. As a gesture of goodwill and

appreciation, existing deposits customers are instantly accorded double qualifying entries as a reward for their loyalty and support, " added Mr Lewis.

The AmBank Prosperity Bonanza! Campaign is also supported by multiple deposit-centric activities which are the Top Rate Fixed Deposit / Term Deposit Promotion , "Gong Xi Fa Cai Campaign" and "Prosperity Bundle" which are running concurrently.

The Top Rate Fixed Deposit / Term Deposit Promotion started on 16 January 2013 and offered a promotional rate of 3.80% per annum with a minimum placement of RM100,000. The promotion was opened to both new and existing customers and valid until 6 February 2013 or upon reaching RM600 million, whichever is earlier. The overall limit of RM600 million was achieved and taken up within 10 days.

The "Gong Xi Fa Cai Campaign" rewards customers with an exclusive gift when they deposit a minimum of RM2,000 in their AmBank /AmIslamic Bank Current and Savings account.

The "Prosperity Bundle Campaign" will start from 28 February 2013 until 31 March 2013. It offers a preferential rate of 3.80%per annum for a six-month Fixed Deposit or Term Deposit placement with a deposit in AmBank / AmIslamic Bank Current / Savings account. Placement would need to be in the ratio of 80:20 in Fixed Deposit / Term Deposit : Current / Savings account.

To celebrate the launch of the AmBank Prosperity Bonanza! Campaign, three Flash Mob style dances were held today at the entrance of the AmBank Desa Hartamas Branch in Desa Sri Hartamas, the entrance to Lot 10 shopping centre in Jalan Bukit Bintang, and also at the entrance of Berjaya Times Square shopping mall in Jalan Imbi, Kuala Lumpur. The AmBank Group flash mob dance troupe consisted of 41 dancers, and drew a crowd at each location. The spectators were also treated with AmBank goody bags containing mandarin oranges. Similar flash mob dances from AmBank were also held in Ipoh, Johor Bahru, Kota Kinabalu, and Kuching.

### **About AmBank Group**

Established in August 1975, AmBank Group is one of the largest banking groups in Malaysia by market capitalisation and comprises AMMB Holdings Berhad and its subsidiaries - AmInvestment Bank, AmBank (M) Berhad, AmIslamic Bank and AmAssurance, consisting of AmG Insurance, AmLife Insurance Berhad and AmFamily Takaful Berhad.

The Group provides a wide range of conventional and Islamic investment banking, commercial banking, retail financing and related financial services, which also include Islamic banking, underwriting of general and life insurance, takaful, 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 with its partnership with Australia and New Zealand Banking Group (ANZ), one of Australia's leading banks.

For more information, please visit [www.ambankgroup.com](http://www.ambankgroup.com)

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