

PRESS RELEASE

INTESA SANPAOLO CHOOSES STV AND SAATCHI&SAATCHI AS COMMUNICATION PARTNERS

STV will work on the advertising for the Retail Division

Saatchi&Saatchi will work on institutional advertising and on the campaigns for the Business and Corporate Divisions

Turin/Milan, 27 March 2007 – Intesa Sanpaolo has chosen SaffirioTortelliVigoriti (STV) and Saatchi&Saatchi as its partners for the future advertising campaigns of the group.

STV will work on the advertising for the Retail Division (Territorial Banks Division) which will support the launch of new credit services and products (current accounts, mortgages, loans) that the group will develop around the needs of families. The agency will develop the new creative format that will underpin all the future communication campaigns for this segment.

On 18 March, Intesa Sanpaolo launched its first advertising campaign to promote the first product offered by all the group branches in Italy¹, Conto Zerotondo. This current account has no monthly fee and does not charge management or commission fees on all transfers and on payments made through the Internet, via phone or at an ATM. The campaign, developed by SaffirioTortelliVigoriti can be currently seen on all the leading media (TV, press and internet).

Saatchi&Saatchi will work on institutional advertising and on the campaigns for the Business Division (Territorial Banks Division) and Corporate Division; campaigns which will support the new services and new initiatives launched by the group to promote the growth of companies that are group customers.

INTESA SANPAOLO

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¹ CR Bologna, CR Forlì, CR Padova e Rovigo, CR Venezia, Friulcassa, Sanpaolo Banca dell'Adriatico, Sanpaolo Banco di Napoli. Banca Trento e Bolzano, Biverbanca and Intesa Casse del Centro will launch Conto Zerotondo subsequently.