

BLOM Bank sal Congratulates the Winners of Its  
BLOM Visa 2010 FIFA World Cup™ Campaign

The two lucky winners of the BLOM Visa 2010 FIFA World Cup™ campaign attended each a World Cup match in South Africa during the first week of July. BLOM Bank had announced the names of the winners earlier in April, 2010. Mrs. Hala Al Zir, and Mrs. Georgette Kabboul Bou Zeid , attended a quarter final match on July 3<sup>rd</sup> ; and a semi-final match on July 6<sup>th</sup> respectively.

Each of the two packages offered by BLOM was for two persons and included the tickets to attend the matches, flight expenses courtesy of The Travel Club, 3 nights' accommodation in a 4-star hotel with breakfast, a \$150 Visa Gift Card per person , meet and greet services upon arrival, transfer to and from the airport, several guided sightseeing tours and special souvenirs and merchandise during the trip (courtesy of Visa International).

In addition to the above two guaranteed packages, BLOM Bank offered BLOM Visa 2010 FIFA World Cup™ card holders more than 800 FIFA World Cup mini-footballs from adidas, along with FIFA branded t-shirts, hats, and stress balls (courtesy of Visa International).

All draws were held under the supervision of the Lebanese National Lottery.

BLOM Bank sal was the exclusive bank in Lebanon to offer a Visa 2010 FIFA World Cup™ card with the picture of the FIFA Trophy on it. Also, BLOM Bank was the first bank in Lebanon to issue a Visa 2010 FIFA World Cup™ card. In fact, BLOM Bank was honored by Visa International whereby it received an honoring plaque from Visa International's representative for the efforts it exerted to make the Visa FIFA World Cup™ national campaign an affluent one.

BLOM will keep issuing Visa 2010 FIFA World Cup™ cards until October 2011.