

Express Money Transfer via MoneyGram is at Bank Asya!

MoneyGram International has added 160 branches of Bank Asya to its agent list.

Bank Asya has joined MoneyGram network which renders international money transfer service in 190 countries at more than 190.000 locations. A press meeting has been held with participation of Bank Asya and MoneyGram executives at Esma Sultan Mansion to inform the press that Bank Asya has joined MoneyGram agents.

Herve Chomel, Vice President of MoneyGram for International Markets has said: "We aim to expand our Middle East network to help people transfer money conveniently from one country to another across the globe, and to find creative solutions that facilitate money transfers. We work hard for acquisition of new technological infrastructures like transactions performed via mobile phones, prepaid cards and ATMs by adding new locations in the region." He also stated that with its banking experience, high technology and customer oriented quality standards Bank Asya will make a great contribution to MoneyGram's vision.

Hasan Ünal, Vice President of Bank Asya for Retail Banking, has expressed that every year more than one million dollars worth of cash inflow occurs via different channels. He also said that they aim to raise the quality of MoneyGram transactions performed via Bank Asya branches and to offer qualified service to its customers.

Hasan Ünal has added that both 3 million Bank Asya customers and also those who are not Bank Asya customers will easily send money from one country to the other via MoneyGram at Bank Asya branches. He has also stated that adopting customer satisfaction as a principle Bank Asya will continue to expand product range and to invest in technical infrastructure and alternative distribution channels.

In the meeting it has been pointed out that according to the figures of the World Bank about 1.4 million dollars were transferred to Turkey within 2008 and that intensive money transfers are performed from European countries such as Germany, France, Austria, Holland etc. It has been also stated that the money transfers performed via MoneyGram can be collected in Euro and Dollar currencies.

Within the scope of the service, the customers reside in Turkey will withdraw money and send dollar to everywhere included in MoneyGram network via MoneyGram at Bank Asya branches by only filling in a form at the branches.

About MoneyGram:

MoneyGram International offers more control and choices for money transfer as an alternative to limited banking services for people separated from family and friends by distance or those with limited bank relationships. A leading global payment services company, MoneyGram International, offers safe and fast money transfer opportunity across the globe in 190 countries at 190.000 locations. The reliable network of MoneyGram includes many corporations from retailers to local post offices and major banks throughout the country.

MoneyGram, which made an agreement in 2009 with the largest Bank of Middle East, National Commercial Bank, has also added Bank Asya to its "Easy Money Transfer Agents" list in 2010. Besides, many agents, which

had strategic partnerships with MoneyGram in Middle East such as Ahalia Bank and Al Rostamani in the United Arab Emirates, Bank Al Falah in Pakistan; Cash United, Jordan Ahli in Jordan have renewed their agreements.

To learn more about agent locations, please visit www.moneygram.com or follow us on Facebook.

About Bank Asya:

Commencing its banking activities in 1996 Bank Asya has attained a powerful and respective status within a short period, although it is the youngest interest-free bank in the sector. Bank Asya persistently implements its continuous and healthy growth strategy and integrates it with its corporate structuring. As the first interest-free bank that offers its shares to public Bank Asya has offered 23% of its shares to public and its public offering rate has reached to 50,9% by the end of 2009. Supporting its multi-partnered structure based on domestic capital with principal rises, Bank Asya has increased its paid-up capital to TL 900 millions in 2008.

Bank Asya that adopts production support as a principle in accordance with the rules of interest-free banking develops its product and service range to meet its customers' changing needs and expectations in retail banking, commercial banking, corporate banking and SME banking with a proactive approach. Expanding its distribution network with the investments made in technological infrastructure and alternative distribution channels in addition to its 160 branches, Bank Asya has succeeded to have a distinguished name especially with innovative payment systems put on the market in recent years. Bank Asya has once again proved its distinction in the market with the most developed bank card of Europe, AsyaCard DIT, and the first prepaid contactless bank card of Turkey, DIT Pratik.

Contacts:**MoneyGram – America**

Jody Hinkle
952-591-3839
jhinkle@MoneyGram.com

MoneyGram – Dubai

Ananth Srivatsa
+971 4 292 3705
asrivatsa@MoneyGram.com

Bank Asya – Advertisement and Public Relations

Tel: +90 216 633 55 90
+90216 633 55 95
E-Mail: iletisim@bankasya.com.tr