



ADVERTISING | MARKETING | COMMUNICATION

MEDIA RELEASE

CLIENT	BSP	DATE	14 November 2009
PRODUCT	BSP SMS Banking	EMBARGO	17 November 2009
TITLE	Bank with BSP SMS Banking	CONTACT	Gerry Peacock
REF NO	066 BSP SMS Competition	PLACEMENT	PNG News

Headline : Bank with BSP SMS Banking for Your Chance to Win Big Money !

BSP, the nation's largest bank, invites you to take part in a competition with total prizes worth K50,000. Commencing on 17 November and closing on 24 December 2009, there's only 5 weeks for you to be in to win !

For your chance to win big money, simply bank with BSP SMS Banking using any of the following services on your mobile phone *Transfer money * Check account balance * Check recent transactions.

If you haven't registered for BSP SMS Banking yet, do so now, and be in for your chance to win !

With BSP SMS Banking you can bank anywhere, anytime, and the more you use SMS Banking the more chances you'll get to win a share of K50,000.

Every week there will be 10 winners of K500, to be drawn on November 20 & 27, and December 4, 11 and 18, then on 24 December 2009, 5 winners will be drawn to win K5,000 each ! What a great Christmas gift that would be !

Weekly winners will be contacted direct by BSP via mobile numbers registered for SMS Banking.

So don't miss out ! Use BSP SMS Banking now and you'll automatically be in the draw to win great cash prizes. Don't forget... the more you use your SMS Banking, the more chances you have to win !

This competition is open to BSP Retail Customers, new or existing, who use BSP SMS Banking, excluding BSP Staff and their families.

BSP... Love your bank.