

Media Release

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bank zweiplus is new sponsor of ZSC Lions

bank zweiplus is further expanding its commitment to the Lions organization, assuming the role of official sponsor of ZSC Lions' first squad. The Bank's logo is featured on the first team's uniforms. At the same time, bank zweiplus will continue to support Zurich's Lions Nachwuchs as co-sponsor. The commitment to one of Switzerland's leading hockey organizations – from promoting young, promising talent all the way to seasoned professionals – corresponds to the self-concept of the still-young bank. Indeed, outstanding performances are based on systematically laying the right groundwork – in the realm of banking just as in ice-hockey.

The Lions' so-called pyramid is systemically constructed: The successful NLA team – ZSC Lions – constitutes the upper echelon, while Lions Nachwuchs forms the base. bank zweiplus, headquartered in Zurich, sponsors the Lions organization with the same systematic approach, from young, up-and-coming talent to the top of the professional hockey league, thereby consistently expanding its ongoing Lions sponsorship program. "With bank zweiplus, we have a sponsor at our side that shares our philosophy 100%," declares ZSC Lions CEO Peter Zahner.

bank zweiplus views such commitments as a social obligation and responsibility. With its sponsoring activities, the Bank focuses on broad-based projects, ranging from specifically promoting young talent to achieving top performances at the highest plateaus. Hence, parallels can certainly be drawn between sponsoring programs and bank zweiplus as a young bank with growth potential. "Talent must be promoted and continuously developed, and these individuals must prove their abilities at the ultimate level. That corresponds with the convictions of bank zweiplus as well. We can identify with this analogy because these are values that are embodied in our own company philosophy," according to Michaela Alt, Head of Marketing & Communications.

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Images:

You will find up-to-date photos on the Internet under media – images for download, or you can send an e-mail to medien@bankzweiplus.ch.

bank zweiplus – www.bankzweiplus.ch

bank zweiplus, headquartered in Zurich, is the leading product and transaction execution platform for financial products in Switzerland. The Bank offers certified financial services providers, asset managers and insurance companies an independent platform featuring customized financial solutions. bank zweiplus also covers the entire spectrum of banking services and products for direct customers. As of end-2009, the Bank held client assets under management totaling CHF 6.2 billion and employed a staff of 135 at its headquarters in Zurich as well as customer centers in Basel and Zurich. bank zweiplus was founded on 1 July 2008 and is a joint enterprise between Bank Sarasin & Co. Ltd., Basel (57.5% equity stake) and Falcon Private Bank Ltd., Zurich (42.5% equity stake).