

## **Bank Sohar Announces Winner Of Its Bumper Ro 100,000 Ro Prize In The Al Mumayaz Savings Scheme Promotion**

**Nizwa, xxx October, 2009:** Bank Sohar has announced the monthly winner of the Al Mumayaz savings scheme prize draw following a price draw event in Nizwa with lucky customer Hamed Rashid Salim Al Shidi from Sohar Branch walking away with a bumper jackpot of RO 100,000.

The event for the draw was held at the Falj Daris Hotel in Nizwa in the presence of by Bank Sohar officials, Sheikhs, VIP's, local dignitaries and a number of previous Bank Sohar winners. The winning customer Hamed Rashid Salim Al Shidi was drawn by Honorary guest Mr. Saleh Al Hadabi, the Director General of the Health Service in the Dakhliya region.

The winning customer was immediately notified by phone and then interviewed live on air by Al Wisal radio who will be present at all major Bank Sohar draw events.

Commenting on his bumper prize, Hamed Rashid Salim Al Shidi said:” I am delighted to win this fabulous prize from Bank Sohar which has been my first choice among all other banks and the Al Mumayaz savings scheme has been a wonderful way for my family to save and give us the opportunity to win such a great reward.”

As part of the draw event celebrations a special dinner was held by Bank Sohar giving its customers the opportunity to meet and interact with senior bank management. Holding the RO 100,000 draw in Nizwa and the gathering with its customers is part of an ongoing programme from Bank Sohar to take its activities to customers all over the country.

Gatherings like this also give the bank the opportunity to get valuable feedback in person from its customers in order to gain insight to understand their demands for banking products and services in Oman and ensure that Bank Sohar enhances its excellent reputation for customer service.

Bank Sohar DGM Retail Banking Khalfan Al Taley said: “I am delighted to announce that Hamed Rashid Salim Al Shidi is the winner of our first fabulous RO 100,000 prize in our Al Mumayaz savings scheme promotion. We are delighted to have hosted the first major draw in Nizwa as we continue our efforts to meet and interact face to face with our customers from all over the Sultanate.”

As a bank with branches and customers across the Sultanate, Bank Sohar will be conducting its draws at locations all over Oman as part of the bank's commitment to getting closer to its customers all over the Sultanate.

The new Al Mumayaz promotion from Bank Sohar was launched in August 2009 and is offering bigger prizes, better chances to win for customers and more winners as it helps to encourage a savings culture within Oman with the Al Mumayaz Savings Scheme.

The September RO 100,000 draw is the first of three draws that will be held – the next will be at the end of October and November respectively and customers earn two chances for every minimum average balance of RO 1,000 they have in their savings account.

If customers maintain a minimum average balance of RO 2,000 in their savings account customers will in turn earn two chances for the RO 250,000 mega prize draw on 31<sup>st</sup> December 2009 and for every additional RO 2,000 balance customers will earn two more chances to be entered into the draw.

The grand prize winner announcement was followed by the third round of monthly Al Mumayaz Savings Scheme branch winners for September. The 13 branch winners were announced by Bank Sohar customer Zahran Saeid Al Kiyimiyani.

The latest branch prize winners are Name Withheld As Customers Request (MBD Branch), Mohammed Khalfan Said Al Badi (Sohar Branch), Basim Said Ali Al-Maqbali (Nizwa Branch), V. P Georga (Qurum Branch), Heba Nasser Said Al Hashmi (Minor) (Seeb Branch), Hedaib Dhahi Hedaib Al Mas'oudi (Ibra Branch), Ali Hamed Harib Al Araimi (Sur Branch), Asila Sood Ahmed Al Shidhany (Azaiba Branch), Hilal Abdullah Said Alyafai (Salalah Branch), Darwish Issa Ali Al Farsi (Barka Branch), Mazin Ahmed Issa Albalushi (Minor) (Shinas Branch), Ibrahim Dawood Mohammed Albalushi (Suwaiq Branch), Name Withheld As Customers Request (Saham Branch)

As part of the Al Mumayaz savings scheme draw there are multiple chances for customers to win and three times a month draws are held that give a RO 1000 prize to a customer from each of the bank's network of 13 branches.

To qualify for the three times a month branch draw prize of 1000 RO, customers must maintain a balance of at least RO 100 to be entered into the draw.

-ENDS-

Editor's Note:

Bank Sohar is Oman's youngest and fastest growing bank. In a little over two years since its inception it has become the fourth largest bank in Oman in terms of lending. The Bank also reported very healthy half year earnings achieving a net profit of RO 1.671 million reflecting the bank's innovative approach to financial services and customer acquisition.

Bank Sohar has a network of 13 branches spread across the Sultanate and has the unique distinction of 24/7 access to customers through its own and Omanswitch ATM work at free of cost. The Bank employs over 430 staff – of which 86 per cent are Omani, a sign of the commitment of the bank to its Omanisation policy and developing the banking professionals of tomorrow across the Sultanate.

-ENDS-

For further information, please contact:

Zahra Al Latawi

ZEENAH PR