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Eurohypo wins “Immobilienwirtschaft” marketing award

Eschborn. Eurohypo has been awarded the marketing prize of German financial publication “Immobilienwirtschaft”. The idea to sponsor the German National Handball team was given special recognition. Eurohypo has supported the 2007 world champions for many years and as a result has boosted its brand management in terms of quality and quantity.

“The award is a great success for us because it promotes Eurohypo’s passionate commitment through brand profiling and considerable mobilisation of our customer base,” said Eurohypo’s CEO, Bernd Knobloch.

National handball coach Heiner Brand said, “I am very pleased that Eurohypo’s commitment to the German National Handball team is being recognised with this award. I should like to give a great deal of thanks for Eurohypo’s support.”

Eurohypo will increase the award worth 3,000 euros to 6,000 euros and will donate this to the children’s hospice in Olpe, of which Heiner Brand has become a patron. The cheque will be handed over to the national coach in Wetzlar on September 26 on the occasion of an international handball match between Germany and Romania.

Union Investment Real Estate AG was also given a prize for its image campaign at the awards ceremony on Friday evening.

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