

PRESS RELEASE

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INTERNATIONAL BANKING GROUP APPOINTS MELBOURNE STUDIOS

Following competitive pitch presentations from a number of local advertising and marketing agencies, TCI's newest retail and commercial bank has appointed Melbourne Studios as its lead marketing and design agency.

Ivan Browne, President of International Banking Group said:

"As a subsidiary of Cayman National Corporation, International Banking Group benefited from existing relationships with agencies based in Cayman but we felt that in building a bank that works with and supports this community and that is as close to its market as possible, we should open up the opportunity to locally-based agencies.

"We received pitches from 3 local agencies and the quality of ideas, creativity and strategic marketing insight was extraordinary - comparable to Cayman, the UK or any major commercial centre. We strongly recommend to TCI businesses which currently use external marketing or graphic design consultants to look at home first. There is plenty of talent and expertise here with the additional benefit of market understanding.

"In considering the strong competitors, we chose Melbourne Studios as our lead agency. We are very excited to be working with them and are very much looking forward to making a splash with our advertising in the coming months."

Kevin Melbourne, Owner / Director of Melbourne Studios added:



"We thank International Banking Group for considering local service providers, and in this case, advertising agencies, for the chance to pitch for this account.

"Melbourne Studios was established in the TCI about 6 years ago and we have enjoyed working with a wide range of clients including TCInvest, TCI Tourism Board, Grace Bay Resorts and the Somerset. We are looking forward to the creative and strategic challenge posed by the launch of a new bank in this market, and are looking to deliver a message that truly stands out."

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Notes to Editors:

Photo Captions

Kevin Melbourne, Owner / Creative Director, Melbourne Studios (TCI) Ltd.

About International Banking Group (TCI) Ltd

International Banking Group (TCI) Ltd is the newest addition to the Turks and Caicos' retail and Commercial banks. It will be offering banking products with the highest level of customer service including internationally branded credit and debit cards, personal and commercial lending, chequing and savings accounts and much more.

International Banking Group (TCI) is a subsidiary of Cayman National Corporation Ltd.

About Melbourne Studios (TCI) Ltd

Melbourne Studios is a full service advertising agency offering a truly complementary approach across marketing communication platforms. With boutique-style professional service firms established in Canada and the TCI, they have a proud history of solving problems, recognizing opportunities and reaching target audiences to produce record-breaking results. For further information see www.melbournestudios.com.

About Cayman National Corporation Ltd

Cayman National Corporation is majority owner of International Banking Group (TCI). Cayman National Corporation is the largest indigenous financial services company based in the Cayman Islands, providing banking, trust and company management, fund administration, wealth management, and insurance services to clients locally and around the world.

Media Contact

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