

Athens, November 10, 2009

Press Release

HSBC supports British Council's Education UK Exhibition!

HSBC, with its **U Start! Student Service**, sponsored British Council's Education UK Exhibition, which took place in Athens on November 7th– 8th, thus recognizing the event's importance in broadening the educational horizons of both students and professionals.

The exhibition has been established as the most opportune occasion for all those who wish to study in the United Kingdom to get to know up close a number of significant British educational institutions.

Visitors had the opportunity to talk personally with representatives of universities, colleges, and higher education institutions, and get responses to any queries they had regarding their studies. The event featured 50 universities.

The driving force behind the support for the event was the **U Start! Service** by **HSBC**, an **innovative** and **complete** program which includes banking services and solutions tailored to students studying in Britain. The U Start! Service offers a **Deposit Account/ATM Card** with **unlimited free of charge withdrawals** from more than 3,000 ATMs within the HSBC network in Britain, a pre-approved VISA credit card, **Internet Banking**, the option to obtain a student loan if desired, **free travel insurance**, **medical insurance** with a preferential premium, and numerous other services and solutions necessary for a student.

For any clarification or additional information, those interested may call the General Enquiries of HSBC at 801 11 71717 or at 210 696 2000 when calling from a mobile, or visit www.hsbc.gr.