

**JSC People's Bank of Georgia Announces Corporate Name Change, Launches The Rebranding Campaign**

People's Bank of Georgia (the "Bank") announced today that it has launched the rebranding campaign in order to update its image and bring it in line with the dramatic transformation the Bank has undergone since its acquisition by Liberty Capital in September 2009. The English-language equivalent of the most important word in any language – Liberty - has been chosen as the Bank's new name, and it will be renamed Liberty Bank effective 29 March, 2010.

The Bank has also changed its corporate logo and has chosen "Everywhere And For Everyone" ("ყველან და ყველახთვის") as its new slogan, reflecting the ubiquity of its branch network – the largest in Georgia, and the fact that it has the largest client base in Georgia, comprising approximately 1.2 million individuals.

**Liberty Bank - New Corporate Identity****Everywhere And For Everyone****ყველან და ყველახთვის**

"I am delighted that our rebranding campaign has started successfully. The new corporate identity is in line with our ambition to modernise the Bank, its branch network and product lineup. Much has been done in the past six months, but there is a lot of work ahead to complete the turnaround of the Bank", commented **Lado Gurgenidze**, Executive Chairman and Chief Executive Officer of the Bank.

*All numbers in this news report are preliminary IFRS-based unaudited estimates. The Bank's actual results may vary significantly from the figures reflected in this news report as a result of various factors.*

**About Liberty Bank**

Established in 2002, Liberty Bank (GSE: BANK) is the seventh largest bank in Georgia by total assets, with a 4.4% market share as of 28 February 2010 (up from 3.7% as of 30 September 2009). Liberty Bank has the largest branch network in Georgia, comprising 175 branches, and serves approximately 1.2 million individuals and over 26 thousand legal entities. In September 2009, Liberty Capital purchased a controlling equity interest in the Bank and commenced its turnaround.

For further information please visit [www.libertybank.ge](http://www.libertybank.ge) or contact:

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**About Liberty Investments**

Established in September 2009, Liberty Investments is an investment company focused on the financial services institutions in emerging and frontier markets. Its ultimate beneficial shareholders are Dinu Patriciu and Lado Gurgenidze. It invests in frontier and emerging markets characterised by general openness of the economy as well as sound fiscal and monetary policy and good corporate governance practices.

For further information please visit [www.libertycapital.ge](http://www.libertycapital.ge) or contact:

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