

20<sup>th</sup> September 2010

## Press Release

### Federal Bank Wins citation for its corporate Website

Federal Bank was awarded the "Bank Standard of Excellence (2010)" for its content rich, innovative and ease of use corporate website. The recognition came for its recently released corporate website from the Web Marketing Association. This year's Webawards were declared by the Web Marketing Association on 15th Sept 2010.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, PR, and top web site design professionals who share an interest in improving the quality of online advertising, internet marketing, and website promotion.

The Web Marketing Association is the producer of the WebAward Competition. Now in its 14th year, the WebAwards is the premier annual website award competition that names the best Web sites in 96 industries while setting the standard of excellence for all website development.

All entries are judged by a panel of independent Internet experts in such areas including design, interactivity, technology, content, innovation, copywriting, and ease of use. Federal Bank Corporate website outscored the Industry Average as well as the WebAward Average.

The website targets customers, investors and general viewers. Customers can get product features, service charges, where/how to purchase, resolution of problems etc. Investors get to know where shares are listed, current price quotes, grievance registration etc. Non-customers can compare products and see how better they suite the requirements, obtain details of branches and ATMs etc. The site provides an additional channel to contact the bank - there is online chat and facility for registering product queries. Branches / ATM database gives full details, co-ordinates on Map, Working Hours and holidays. The site gives all product information with minimum navigation. All products are accessible from the home page itself. In an effort to provide the latest information, the site undergoes daily re-editing by the content editors.

Federal Bank is one of the leading private sector banks in the country, with pan India presence. With history dating back to 1931, the bank now is a supermarket of banking services with a client base of over 5 million.

**RAJU HORMIS**  
**ASST. GENERAL MANAGER**