



Media announcement:

**ADDAX BANK ANNOUNCED AS HEADLINE SPONSOR
FOR EDWARD DE BONO EVENT IN BAHRAIN**

(Manama, March 26 2008): Bahrain-based Addax Bank has been announced as the headline sponsor of the one-day Edward de Bono conference in the Kingdom on June 1. De Bono will appear live and in person to present *Maximising Creativity and Lateral Thinking to Deliver Strategic Success*.

The bank, which has won a number of international awards in the finance sector, has built its operations on a commitment to innovation in its investment strategy since the bank was founded less than five years ago.

Yousef Al Essa, CEO of Addax Bank, explained: "In today's interconnected world, where technology is playing an increasing role and products are commodities, companies should look to the principles of creativity and lateral thinking to stand out from their competition.

"Dr de Bono's teachings can provide valuable tools for a company-wide innovation strategy, and we are delighted to be sponsoring this event."

Addax posted a 71 per cent increase in net profit year-on-year at the end of December, and a 77 per cent increase in gross consolidated income. The bank's capital increase year-end was heavily over-subscribed, with Al Waha Capital acquiring a 42.5 per cent stake in the bank.

Tina Schneidermann, president of Global Leaders, said: "We are delighted to join together with Addax to bring the world's foremost creative and lateral thinker, to Bahrain.

"Dr de Bono has advised governments and global organisations on matters as diverse as the economy, social policy, healthcare, education, conflict resolution, and judiciary systems. His methods and lessons are as relevant today as they were when he first revealed the Six Thinking Hats® technique."

His Excellency Sheikh Khalid bin Abdulla Al Khalifa, the Minister of the Prime Minister's Court in Bahrain, has confirmed his patronage for the event and will open the event in person.

The full-day conference is the latest in a series of thought leadership events to be held in Bahrain, organised by Global Leaders, following on from Ken Blanchard, the author of *One Minute Manager*, and Deepak Chopra.

For more details, visit www.globalleadersevents.com/debono. The headline sponsor for the event is Addax Bank. Partners for the event to date include: BSTD, Bayt.com, Gulf Business, Flip Media and knet.

(ends)

DATE & VENUE

Edward de Bono : Maximising Creativity and Lateral Thinking to Deliver Strategic Success

June 1, 2008

The Diplomat Radisson SAS Hotel, Bahrain.

FOR FURTHER INFORMATION AND REGISTRATION

Global Leaders, 21st Floor, Almoayyed Tower, Seef District, PO Box 18259, Manama, Kingdom of Bahrain.

Tel: +973 17 566739, fax: +973 17 567901.

www.globalleadersevents.com/debono

MEDIA INFORMATION

To stay updated about this forthcoming event or to obtain a press invitation, please contact:

Kirstie Hepburn kirstie@globalleadersevents.com

Tel: +973 17 566739, fax: +973 17 567901.

SPONSORSHIP ENQUIRIES / GROUP BOOKINGS

To find out how you can use the event to promote your brand, or how to take advantage of discounts for group bookings, contact:

James Wight james@globalleadersevents.com

Tel: +973 17 566739, fax: +973 17 567901.

ABOUT GLOBAL LEADERS

Global Leaders has a proven track record of delivering unique content, through events with influential business and thought leaders in the field of leadership, strategic management and competitive strategy. Global Leaders has carried out communications programmes and events for corporate and government decision-makers in the Middle East, European, Asia-Pacific and African regions.

The long line-up of thought leaders to have spoken at Global Leaders events in 2007 included?: CK Prahalad, Ken Blanchard, Dave Ulrich, Michael Porter, Scott Bedbury, Deepak Chopra, Steven Levitt, Malcolm Gladwell and Rowan Gibson.

ABOUT ADDAX BANK

Founded in Bahrain in 2003, Addax is a unique player in the Middle East's dynamic finance industry. As "The Investment Bank for the Next Generation", Addax is recognised for its landmark investment offerings. The bank's

pioneering approach to investing has led to continued success and an expanding portfolio of unique investment opportunities.

Addax's team delivers fast-paced innovative solutions for corporate and private clients throughout the region. Focused on spotting new trends and developing them into ideas, the bank selects each investment with an eye on attractive returns and value-creating opportunities for its clients.

Addax Bank is committed to partnering with its clients in every stage of their evolution. The bank's vast array of services ranging from raising capital to advising on strategies to researching and developing cutting-edge solutions caters to the client's every need.

The bank's team of experts has a wealth of experience in meeting the complex financial requirements of clients in the region. We are dedicated to working closely with our clients in identifying new business opportunities and in implementing appropriate business and capital structures. Our main objective is to help our clients confront market challenges and enhance shareholder value. Addax Bank is active in the full range of investment banking services including corporate finance, wealth management and real estate.

For further information on Addax Bank please contact Mona Akhtarzada:
Tel: +973 17 560 470; fax: +973 17 560 445