



PRESS RELEASE

PermataBank and Prudential Indonesia Launch PRESTIGELink Syariah Assurance Account

Jakarta, 8 June 2010 - PT Prudential Life Assurance (Prudential Indonesia) and PermataBank's Sharia Business Unit (PermataBank Syariah) today launched PRESTIGELink Syariah Assurance Account as a continuation of their *bancassurance* partnership which began in March 2010.

William Kuan, Senior Vice President Director of Prudential Indonesia stated, "Prudential is committed to always listening to its customers in Indonesia and providing high-quality products as well as financial solutions for them. We have started our strategic partnership with PermataBank through the *bancassurance* channel with PRESTIGELink Assurance Account, which is our conventional unit-linked product with regular premium. Now our portfolio for PermataBank customers is even more comprehensive with our Shariah-based regular premium unit-linked product, PRESTIGELink Syariah Assurance Account."

Achmad K. Permana, Head of PermataBank Syariah said, "In line with our customer-centric business model to continuously meet the needs of our customers, PermataBank Syariah has launched PRESTIGELink Syariah Assurance Account with Prudential Indonesia. We are offering this product as a solution for customers who seek an alternative to a Shariah-based *bancassurance* product. The various benefits, in terms of both insurance and investment, can be one of the considerations for customers in choosing this product. The most important thing is that customers will be able to own a *bancassurance* product designed to meet their needs and in line with the principles they adopt."

PRESTIGELink Syariah Assurance Account is an investment-linked life insurance product providing a wide range of additional benefits (riders) which offers protection from risks of accident, total and permanent disability, inpatient and medical requirements, and so forth. As a unit-linked product, PRESTIGELink Syariah Assurance Account has various options of Shariah-based investment funds which provide potentially positive investment returns in the long run, which customers will be able to use for a variety of needs in their life stages.

PermataBank customers who choose *PRESTIGELink Syariah Assurance Account* also have the flexibility to top-up at any time. They are also able to switch or change their investment allocations based on their needs as well as transparently monitor the performance of their investments. *PRESTIGELink Syariah Assurance Account* is available exclusively for PermataBank customers through all of its Sharia branch offices and office channeling units.

“As the leader of Syariah life insurance market in Indonesia, we listened to the needs of customers who are looking for an alternative in a Sharia-based unit-linked product, and launched our first Sharia unit-linked in 2007. Through a partnership with PermataBank, one of the leading banks in Indonesia, we have now affirmed our collaborative commitment to always listen and always ready to provide best-in-class services for PermataBank customers throughout the country,” concluded William Kuan.

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About PermataBank

PT Bank Permata Tbk (PermataBank) is the result of a merger of 5 (five) banks, PT. Bank Bali Tbk, PT. Bank Universal Tbk, PT. Bank Prima Express, PT. Bank Artamedia and PT Bank Patriot in 2002, and today has grown into a major private bank that offers products and services, innovative and comprehensive delivery channels including Internet Banking and Mobile Banking. PermataBank has aspirations to become a leading financial services provider in Indonesia, with a focus on Consumer and Commercial segment. Serving approximately 1.9 million customers in 55 cities in Indonesia, the Bank has approximately 5,400 permanent employees, 281 branches (including 10 sharia branches) and 570 ATMs with additional access at more than 20,000 ATMs (VisaPlus, Visa Electron, MC, Alto, ATM Bersama, ATM BCA).

The recognition of recent achievements PermataBank are awards from The Asian Banker “The Bank with the Best Cash Management in Indonesia” in 2010, The Most Prestigious Carre 'in the CCSL's Annual Call Center Award 2010 for five times in a row, ranked first Annual Report Award 2008 for the categories listed private banks and the overall champion "Annual Report Award in 2008 for all categories, the first rank the best e-Company Award 2008 for all categories, Corporate Governance Award for Best equitable treatment of Issued The Business Review, the Association of Indonesian Listed Companies and the IICD, second place Best CEO in Asia Best Managed Companies and eight great The Best Corporate Governance in Asia Best Managed Companies from Finance Asia Magazine, Islamic Finance Awards & CUP 2009 (IFAC 2009), ranked first by category of assets UUS> Rp1 trillion and ranked first most profitable companies for asset kategori> Rp1 trillion, from Karim Business Consulting, Banking Service Excellence Awards 2009 (10 conventional and sharia 7) of the MRI & Described, from MURI Award for saving unison in 12 cities for the student, the Prestigious Service Quality Award in 2009 from Diamond Carre - Center for Service Satisfaction & Loyalty (CCSL) & Marketing Magazine and Banking Business Efficiency Award 2009 from Indonesia. Corporate website can be accessed at <http://www.permatabank.com>.

About PT Prudential Life Assurance

Established in 1995, PT Prudential Life Assurance (Prudential Indonesia) is a leading life insurer in Indonesia and part of Prudential plc, the UK-based retail financial services group.

Leveraging Prudential's more than 160 years of experience in the life insurance industry, Prudential Indonesia is committed to providing best-in-class investment, savings and protection insurance solutions to customers across the country.

Since launching its first life insurance combined with investments product (unit-linked) in 1999, Prudential Indonesia has been a market leader of this innovative product category in Indonesia. Prudential Indonesia also offers a variety of products and services that are designed to meet the diverse financial needs of customers in Indonesia.

As at 31 March 2010, Prudential Indonesia had 7 sales offices (Jakarta, Medan, Surabaya, Bandung, Batam, Denpasar and Semarang) and 202 agency offices (including Jakarta, Surabaya, Medan, Bandung, Yogyakarta, Batam and Bali). Prudential Indonesia has a network of more than 62,000 licensed agents, serving more than 972,000 customers.

Prudential has been acknowledged with numerous awards from the media and other independent organizations, with 12 of the awards given in 2009. Among them Prudential was recognized as 7-time best insurance company from Investor Magazine, 3-time most admired company from BusinessWeek magazine, 2-time service quality award from Marketing Magazine, and best brand as well as customer satisfaction awards from SWA Magazine.

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