

Press release, Zurich, Switzerland, July 9th 2008

Swiss Finance Institute Assembles Banking Elite to Launch Program for Senior Bank Managers

This week marks the launch of the Senior Management Program in Banking, a new executive education program offered by the Swiss Finance Institute. Board and Management of the Institute joined course participants and members of the Swiss banking community to celebrate the launch on Monday evening at the Restaurant du Parc des Eaux-Vives in Geneva.

The invitation-only event, jointly organized with the Geneva Financial Center, featured a presentation by Patrick Odier, Managing Partner at Lombard Odier Darier Hentsch & Co, about global financial market strategy. Eduard Cuendet, of the Swiss Private Bankers Association, also addressed the event.

A place at the table

Harry Hurzeler, Institute Director of Executive Education, believes that the financial risks confronting today's executives are best managed through dialog between senior management and academically-oriented finance experts. This dialog is a key component of the new program and Dr Hurzeler will develop this theme at a roundtable discussion at the Institute's Annual Meeting on November 18th.

The first study block of the 4 week Senior Management Program takes place at the Hotel de la Paix, Geneva. Over the next 6 months the 25 participants of the program will meet again in London, Frankfurt and Madrid where they will attend week-long study blocks on the latest strategic thinking in the banking industry.

For more information about this event and other Institute news, please visit:

<http://www.swissfinanceinstitute.blogspot.com/>

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About the Swiss Finance Institute

The Swiss Finance Institute is a private foundation created in 2006 by Switzerland's banking and finance community in cooperation with leading Swiss universities. It supports and advances research, doctoral training and executive education in banking and finance. The Institute is supported by Swiss banks, the Swiss Stock Exchange, Swiss universities and the Swiss Federal Government.

About Geneva Financial Center

Created in 1991 by the 80 bank members of the Geneva Stock Exchange, the Geneva Financial Center's primary objective is to promote the development and the influence of the regional financial center. The Center promotes the image of excellence that belongs to Geneva's financial establishments both within Switzerland and abroad.

Disclaimer

The statements in this press release that relate to future plans or events are by their very nature forward-looking. The Institute undertakes no obligation to publish the result of any revisions to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.