

MEDIA RELEASE



Scotiabank's new website optimised (from left) on the Apple's Mac Pro and new iPad and Samsung smart phone.

Scotiabank reveals new Internet Banking website in Barbados

Third behind Scotiabank Jamaica and T&T; rest of the region to follow

November 20, 2012 – Scotiabank today unveiled a redesigned, upgraded Barbados website.

“Scotiabank is continually seeking ways to make it easier for our customers to do business with us.” Jennifer Murray, Assistant General Manager, Branch Banking, explained. “We’re therefore delighted to announce this new development to our customers.”

She highlighted that the website was built in a more responsive manner: “We aim to keep pace with customers’ expectations and responsiveness. In this context, this means that whether customers visit the website through their desktop computers, smart phones or tablets, the site’s appearance will respond to match their individual device. This kind of device optimisation is a feature we are sure our customers will appreciate.”

Murray noted that while the old version of the website served Scotiabank Barbados well and was appreciated by customers, the Bank has not been complacent. She stressed: “We continue to seek ways of gaining sustainable competitive advantage and improving the online experience is just part of that strategy. We recognised we could create a better, more seamless experience



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for online customers and we've done just that and we will also continue to evolve.

“With the new redesign, we've now placed all our key business lines on a single platform, reduced the number of clicks to reaching information and we've placed additional tools within easier reach. We invite customers to visit barbados.scotiabank.com and explore.”

In 2012 alone, Scotiabank was awarded **Best Consumer Internet Bank** in Barbados and 19 other countries by **Global Finance** magazine. Today's unveiling of the new Barbados website follows similar releases in Jamaica and Trinidad and Tobago. Other Scotiabank sites across the region are expected to follow

About Scotiabank

Scotiabank is one of North America's premier financial institutions and Canada's most international bank. With more than 81 000 employees, Scotiabank and its affiliates serve some 19 million customers in more than 55 countries around the world. Scotiabank offers a broad range of products and services including personal, commercial, corporate and investment banking. With assets of \$670 billion (as at July 31, 2012), Scotiabank trades on the Toronto (BNS) and New York Exchanges (BNS). For more information please visit www.scotiabank.com.



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