

For Immediate Release:

Kingston, Jamaica

April 16, 2007

## **Scotiabank Directs Path to Financial Security**

- *'Breaking the Habit'* new reality series on TV

Jamaicans interested in getting themselves out of debt and significantly improving their financial net worth will now be able to tune into strategic financial advice from Scotiabank, through a new holistic fitness programme being aired on CVM TV. The programme, dubbed **'Breaking the Habit'** is offered through Jamaica Wellfest and features three teams of persons who are receiving financial and other advice to enhance their physical, emotional and financial lifestyles. As a sponsor of Jamaica Wellfest, Scotiabank has undertaken to participate in the television programme by highlighting the need for financial fitness in the development of the total person.

**'Breaking the Habit'** which is being aired on Sundays at 5:30 p.m. on CVM TV, is offering financial advice to participants to help them assess their current financial position, determine what may have contributed to indebtedness or lack of savings and determine what new measures they need to take to embark on a new path to financial security. Scotiabank Branch Manager and host, Michael Shaw, will be meeting with each participant to determine a customized action plan to help them overcome the obstacles they face.

The programme, which is being run for weekly for six weeks beginning April 15 will provide information for a wide range of persons from the new saver making their way out of debt, to the sophisticated investor looking to enhance their portfolio. The topics being discussed in the programme will include:

- Managing income and expenses

- Ideas for generating new income
- Techniques to develop a saving habit
- Identifying financial goals to suit your stage in life
- Eliminating habitual small unnecessary expenses
- Developing a financial plan for your future
- Taking loans that build net worth
- Investment Options

Scotiabank will also be participating in the festival by hosting a seminar on ***Financial Fitness*** for adults in the Ocean Spray Learning Pavilion. The Bank will also be speaking with parents and children in the Children's Wellness Village about ***Growing the Saving Habit***.

Scotiabank has long since positioned itself as a financial institution that satisfies the total financial needs of an individual. The Bank's products & services offered throughout the Group will be displayed in the pavilion, with the guidance of a team to discuss products that are suited for clients' specific needs.

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