

Launch Press Release

Al Baraka launches its new Unified Corporate Identity.

Manama, Bahrain - June 3, 2009: The world of Islamic Banking has yesterday witnessed the long awaited moment when Al Baraka Banking Group launched its new Unified Corporate Identity. The unveiling was done first at a press conference in the Ritz Carlton Hotel's Al Gazal Ballroom and later that evening at a launch reception at the same venue in the presence of VIP guests and the Kingdom's banking industry. The new logo was unveiled by Mr. Adnan Ahmed Yousif, President and Chief Executive and Board Member of Al Baraka Banking Group in the company of the Al Baraka's Executive and Senior Management who were present on both occasions.

The Chairman of Al Baraka Banking Group Shaikh Saleh Abdullah Kamel, in his message stated, - "The importance of the new Unified Corporate Identity for Al Baraka stems from the fact that this is not an ordinary project for us. It represents the far sighted vision of the Board of Directors and the management of the Group and its constituent subsidiaries, which have over the years helped transform the Group into a leading international Islamic Group with products and services second to none. The Group follows the best international practices of corporate governance and risk management whilst engaging in successful business growth for the benefit of our partners and the society at large. This is what we have expressed in our new Unified Corporate Vision - ***We believe society needs a fair and equitable financial system: one which rewards effort and contributes to the development of the community.***"

Describing the new Unified Logo for the Group, the Chairman further stated, "Al Baraka's Unified logo symbolizes partnership and participation. With a positioning line of 'Your Partner Bank', the Group aims to signify a mutually beneficial partnership that allows both the customers and Al Baraka to achieve our goals". The defining elements of the new logo are the Al Baraka name with a symbol which has been adopted from Arabic writing forms. This, along with the vibrant colors and a unique typeface make the logo prominent.

Speaking at the Press Conference, Mr. Adnan Ahmed Yousif shared his experience of this transformation by stating, “Even though the Al Baraka Banking Group is considered to be one of the pioneering Islamic banks in the world and carries a prestigious name in different markets that it operates in, it is at a stage when it is witnessing a significant growth and expansion whereby it has positioned itself as a major international bank that is on the move - what could be more appropriate at this juncture than for us to rebrand ourselves to accentuate our strengths and share our success with our customers who are our partners”

At the closing Mr. Yousif commented on the benefit of having a new Unified Identity for all Al Baraka Banking Group subsidiaries, “The new unified corporate identity has successfully united the whole Group, and we expect that every staff member of the Al Baraka Group will be able to identify with a common ethos and set of business and personal goals by simply identifying with what the Group stands for - Partnership. Our customers will be able to come together with us in our quest towards working for the common good, cementing relationships, all the while conducting business in an ethical manner and in compliance with the rules of the Shari’a. This is aptly described in our new Unified Corporate Mission Statement - *“To meet the financial needs of communities across the world by conducting business ethically in accordance with our beliefs, practicing the highest professional standards and sharing the mutual benefits with the customers, staff and shareholders who participate in our business success.”*

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Albaraka Banking Group is a Bahrain Joint Stock Company listed on Bahrain Stock Exchange and NASDAQ Dubai Stock exchange. It is a leading international Islamic bank with Standard and Poor’s long and short term credit ratings of BBB- and A-3 respectively. Al Baraka Banking Group offers retail, corporate and investment banking and treasury services strictly in accordance with the principles of the Shari'a. The authorized capital of ABG is US\$1.5 billion, while the total equity amounts to about US\$1.52 billion. The Group has a wide geographical presence in the form of banking

Units and representative offices in twelve countries, which in turn provide their services through more than 283 branches. These banking Units are Jordan Islamic Bank/Jordan, Al Baraka Islamic Bank/Bahrain, Al Baraka Islamic Bank/Pakistan, Banque Al Baraka D'Algerie/Algeria, AlBaraka Bank Sudan/Sudan, Al Baraka Bank Limited/South Africa, Al Baraka Bank Lebanon/Lebanon, Bank Et-Tamweel Al- Tunisi Al Saudi/Tunisia, The Egyptian Saudi Finance Bank/Egypt, Al Baraka Turk Participation Bank/Turkey, Al Baraka Bank Syria (under formation), and an ABG representative office in Indonesia.