

PRESS RELEASE

BHF-BANK launches new website

ProfNet Institut finds new website to be one of the best banking websites in Germany

Frankfurt, 25 November 2005. BHF-BANK presented its new website on 24 November 2005. With a new structure and design, new images and resplendent in the new company colours, the online offering of BHF-BANK - PRIVAT SEIT 1854 - now also reflects the bank's strategic positioning as an advisory, service and sales & trading bank. As hitherto, BHF-BANK's website can be found at www.bhf-bank.com.

The bank's online offering was mainly redesigned and restructured to make it even more user-friendly and to incorporate a number of additional information and service features. We also set great store by interlinking the content in such a way that visitors to our website can easily find the information they require on a particular topic.

BHF-BANK's new online offering has already received a positive feedback. ProfNet Institut für Internet-Marketing, Münster, examined the websites of 162 banks in Germany and awarded BHF-BANK's online offering fourth place. The study focused on criteria such as structure and design, user-friendliness, content and interactive features.

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