



Press Release

SANTANDER KICKS OFF TRIBECA FILM FESTIVAL® SPONSORSHIP WITH SWEEPSTAKES GIVING 20 WINNERS A CHANCE TO ATTEND PRIVATE FILM SCREENING

Winners to Attend Santander VIP Reception with Robert De Niro

BOSTON, March 19, 2014 –Santander Bank, N.A. one of the largest retail banks in the United States by deposits, announced today that it is giving away tickets to a VIP reception to be attended by Robert De Niro and a private movie screening as part of its sponsorship of the Tribeca Film Festival. The *Santander Tribeca Film Festival Sweepstakes* kicks off Santander’s inaugural sponsorship of the Festival.

“We’re thrilled to support the Tribeca Film Festival, an iconic cultural celebration that appeals to residents and visitors alike,” said Josephine Moran, Santander region president for New York and Northern New Jersey. “The Festival attracts hundreds of thousands of people each year who patronize local businesses and restaurants and we’re proud to lend our support to both the arts and the local economy.”

As the official bank sponsor of the Tribeca Film Festival, Santander will host an invitation-only reception followed by a private film screening. Twenty lucky winners will receive tickets for themselves and a guest to attend this intimate event.

“The Tribeca Film Festival is renowned for the quality, craft and artistic integrity of participating films and filmmakers. As an event that celebrates innovative ideas in film—it aligns beautifully with Santander’s global promise of being a bank for your ideas,” said Kathy Klingler, chief marketing officer at Santander. “Our sponsorship of the Tribeca Film Festival helps share this wonderful experience with consumers across our nine state footprint—from Maryland to New Hampshire.”

Now through April 11, 2014, consumers 18 years of age or older who are legal residents of Connecticut, Delaware, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania or Rhode Island may enter the *Santander Tribeca Film Festival Sweepstakes* to win by visiting <http://www.santandertffsweeps.com/> and submitting an official entry form. Winners will be notified by April 15, 2014.

In addition to the *Santander Tribeca Film Festival Sweepstakes*, Santander will offer other ways to win. Throughout the Festival, which takes place April 16 – 27 in New York City, roving film crews will interact with passersby, exclaiming, “Show us what you would do for \$20!” Participants can win \$20 on the spot. The Santander street team will also pass out game pieces representing chances to win additional prizes from tokens to Tribeca Film Festival screening passes. The interaction is designed to promote



Santander's award-winning *extra20 checking account*, the only checking account in the United States that pays customers \$20 each month simply for making at least \$1,500 in direct deposits and paying at least two bills online during the same period—with no monthly fee and no minimum balance required.

About Santander

Santander Bank, N.A. is a top 25 retail bank in the United States by deposits. Its main corporate offices are in Boston and it operates principally in Connecticut, Delaware, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island. Santander's 9,469 employees serve its customers through the Bank's 706 branches, 2,084 ATMs, its website and mobile app. Supervised by the Office of the Comptroller of the Currency and a member of the Federal Deposit Insurance Corporation, Santander in the United States is a wholly-owned, financially autonomous subsidiary of Banco Santander (NYSE: SAN), a global commercial and retail bank. For more information about Santander, visit www.santanderbank.com or call 877-768-2265.

###