



## NEWS

### FOR IMMEDIATE RELEASE

Cayman National  
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### **Cayman National Launches Refreshed Brand Identity**

Cayman National Corporation introduces today a new and improved look for their highly recognised Cayman-inspired corporate identity. The new brand is designed to re-align Cayman National's image with its burgeoning performance. Starting with a redesigned stars, waves and shield logo, the new identity is being applied throughout Cayman National's brand image.

"We're delighted to present our new look," explains Cayman National CEO and President Stuart Dack. "It embodies our core values as forward thinking, professional and trustworthy. And it strengthens the way Cayman National looks and speaks."

The improved brand now expresses a unified Cayman National, one that will be known simply as 'Cayman National' and not by the names of its various subsidiaries.

BB&P Advertising was commissioned to work on the new identity in 2005. "It has been a privilege to work on this iconic brand," explains BB&P Creative Director Simon Barwick. "The Cayman National institution represents a great deal for the Cayman Islands. We hope the new brand will be around for a long time and that staff, customers and friends of Cayman National will embrace it."

In 2005, Cayman National conducted on-island research to see how their brand identity was viewed at the time. While customer response was primarily positive, the reality was that

Cayman National's progress and position as a successful and enterprising financial institution was no longer accurately reflected in their image.

"The landmark was popular," adds Mr Dack, "but there was a gap between how it was viewed and the reality of our position. As a result, our Board of Directors established that our 14-year old brand needed a makeover in order to align our image with our reality."

That reality is simple: Cayman National has achieved record results and grown exponentially over the past decade. As they continue to grow and strengthen at home, their presence internationally is rapidly increasing.

Mr Dack feels that as the leading financial institution in the leading offshore financial centre, they take their responsibility to represent Cayman very seriously: "Since our founding in Grand Cayman in 1974, our shareholders have always been predominantly Caymanian. We're also committed to attracting experienced professionals and developing young talent who can look forward to a prosperous and dynamic career."

The improved Cayman National brand can now be seen throughout the islands at ATMs and bank branches.

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### **About Cayman National**

Established in 1974, Cayman National Group comprises of banking, trust & company management, wealth management and insurance.

Companies in the group include Cayman National Bank, Cayman National Trust, Cayman National Securities, Cayman National Insurance Brokers, Cayman National Bank & Trust Company (Isle of Man) Ltd and Cayman National Fund Service (Isle of Man) Ltd.

For more information regarding Cayman National please contact Claudia Welds on 815-5417.