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BANK OF THE BAHAMAS LAUNCHES COMMITMENT TO CULTURE WITH NEW ANCIENT MAN JINGLE

In what might have been the final nail in the coffin of lacklustre bank advertising that filled the airwaves less than a decade ago, Bank of The Bahamas International today introduced a new musical message delivered by a voice and talent considered the hottest in Bahamian folk culture.

Its new jingle, performed by Ancient Man, was unveiled at a press conference at the bank's headquarters on Shirley Street. Based on the popular hit '**I Ene Askin' fa Much,**' the 60-second jingle includes words like 'Bank of the Bahamas, they workin' for us' delivered in the deep sing-song voice that is Ancient Man's trademark.

"Ancient Man is widely considered the most significant cultural icon and musical talent since Tony 'Exuma' McKay," explained Tanya Wright, Manager of Business Development and Public Relations. "We're very excited about this partnership and look forward to strengthening it as the year progresses."

Bank Chairman Alfred Jarrett said the partnership with Ancient Man took the bank a step further in its commitment to support Bahamian culture.

"When someone mentions Bahamian culture, the first thing that comes to mind is Junkanoo. But Junkanoo, for all the wonders and energy it involves and all the attention it brings, is only a part of our story," Mr. Jarrett said. "There is film, storytelling, bush medicine, straw work, art. There's native sloop sailing which crosses the boundaries of culture and sports just as bush medicine marries culture and well-being or health. There is dance and playwriting, poetry and writing. There are novelists among us and living authors whose books sell elsewhere and whom our school children barely know.

“Today marks a renewed commitment by Bank of The Bahamas to support culture and the arts, elements of life that we must stop considering luxuries, and start recognising for what they are -- for they are what make us who we are.”

According to the project’s executive producer, Giovanni Stuart, everything about the jingle is Bahamian from its lyrics and score by Ancient Man, to its production by musical icon KB; it was mixed by Colyn McDonald of the popular band Visage and mastered at the legendary Compass Point Studios.

The introduction of the jingle that will hit the air tomorrow is the latest in a host of firsts by the bank that has enjoyed phenomenal growth in its 18-year history, mushrooming from \$90 million in total assets in 1988 to nearly \$600 million today, going public and extending its shareholder base with three oversubscribed offerings in under projected time, capturing one-fourth of the banking mortgage market last year and introducing a wide range of products from trust services tailored for Bahamians to Pre-paid Visa cards.