



24 November 2008

HSBC BANK CANADA BOOSTS DIRECT SAVINGS ACCOUNT RATE TO 3.75 PER CENT

HSBC Bank Canada is helping Canadian savers by providing a one per cent interest bonus on all new deposits to their no fee HSBC Direct Savings Accounts. The new bonus offer, when added to the already high current base interest rate of 2.75 per cent, brings the effective HSBC Direct Savings Account interest rate to 3.75 per cent. It is currently the highest savings account rate offered by any major Canadian bank.

Rick Kelln, Head of Retail, HSBC Bank Canada said: "In today's volatile financial market, many Canadians are increasingly interested in finding a reliable way to grow their savings. The HSBC Direct Savings Account gives them not only a better than average return on their savings but also allows for flexibility and access to those funds without paying fees or penalties."

The HSBC Direct Savings Account bonus rate is being offered to both new and existing online savings account customers for new deposits of up to \$500,000 until 16 March 2009.

The HSBC Direct Savings Account is an online savings account which offers customers flexibility. It can be accessed 24 hours a day, 7 days a week through internet banking, telephone banking or through an ATM. Account holders can easily link the online savings account to their accounts at other Canadian banks, deposit cheques and withdraw cash at over 4,100 ATMs. There is no minimum balance required for the savings account and no monthly or transaction fees are applied. Further details about the HSBC Direct Savings Account and the bonus interest rate offer can be found at hsbcdirect.ca.

more ...

HSBC Bank Canada Boosts Direct Savings Account Interest Rate /2

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 180 offices and is the leading international bank in Canada. With around 9,500 offices in 85 countries and territories and assets of US\$2,547 billion at 30 June 2008, the HSBC Group is one of the world's largest banking and financial services organizations.

Media enquiries:

Ernest Yee
Vice President, Corporate Affairs
HSBC Bank Canada
(604) 641-2973

Michael Edmonds
Senior Manager, Public Affairs
HSBC Bank Canada
(416) 868-8282