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PRESS RELEASE

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Rebirthing of d parques, Doral's reforestation program

Set to plant 2011 trees by Earth Month, April 2011

San Juan, PR— Doral launches the community program, *dparques: sembrando comunidad*, jointly with Telemundo and the Department of Natural and Environmental Resources (DNER) for its second consecutive year. The Program will fulfill its objective, which is to create awareness on the importance of urban reforestation and protecting the environment, through the reforestation of seven parks in areas of low to moderate income across Puerto Rico.

This year *dparques* has set a goal to plant 2011 trees, between the months of August 2010 and April 2011, Earth Month.

The main selection criteria is that the park be in need of reforestation and that its community be organized so it may take an active role in its reforestation and long term maintenance for future enjoyment.

"*dparques* is part of our corporate initiative of conservation and efficiency. As a community bank, it's our promise to improve the quality of life in our communities, for everyone's sake, from our clients and communities, to our own children and generations to come", expressed Lesbia Blanco, Doral's Executive VP and Chief Administrative Officer.

Communities interested in participating are welcome to do so by accessing **doralbankk.com/dparques** or **telemundopr.com/dparques**, filling out and handing in an application at any one of Doral's branches between July 8th and August 18th, 2010. A panel of judges from Doral, the Community and Urban Reforestation Council for the DNER, Primera Hora and Telemundo will evaluate each application based on the park's needs.

"Each reforestation's much more than just the planting of trees in a park. It's about the community and our employees working together as a team; taking action to help embellish our environment", shares Hilary Hattler, President of Telemundo Puerto Rico.

Educational talks offered by DNER experts on sowing, conservation and maintenance of parks is also part of the Program. Doral associates will also be providing advice on Financial Education, the importance of saving and, as part of the program *Conocimiento Efectivo*, a \$15 voucher to open a savings account at Doral.

"We appreciate Doral's commitment to the environment; for sponsoring *dparques* on its second year and joining our efforts on the Puerto Rico Verde Program, geared towards

improving the quality of life and legacy towards our future generations by implementing projects aimed at preserving our natural resources”, adds Daniel J. Galán Kercadó, Secretary for the DNER.

Aside from reforestations and educational talks, the Program includes an advertising campaign that encourages the strengthening of communities by focusing on the reforestation of parks as planting positive elements, such as: unity, happiness and family.

“As all our community programs, *dparques* has an element of education and action. This time, hoping to inspire and create awareness on the importance of conserving our environment, while helping strengthen communities in need through reforestation”, concludes Lucienne Gigante, Doral Bank’s Community and Public Relations Director.

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