

**Rules of the Contest:
"Gana Mucho Más con Cuenta Popular®"**

1. The contest "Gana Mucho Más con Cuenta Popular" (the "Contest"), starts on September 9, 2009 and ends on November 30, 2009.
2. This Contest is sponsored by Banco Popular de Puerto Rico (the "Bank"), postal address: (729) PO Box 362708, San Juan, PR 00936-2708; physical address: Ave. Muñoz Rivera #209, Individual Bank Division, 8th floor, Hato Rey, PR 00918 (the "Central Office"). Telephone: 787-765-9800 ext. 6882, e-mail: ludiaz@bppr.com
3. Individuals over 21 years of age are eligible to participate as long as the following conditions are met between September 9, 2009 and November 30, 2009: (1) open a Cuenta Popular account; (2) subscribe to Direct Deposit service; and (3) the sum of the Direct Deposits made to the account during the calendar month when the first Direct Deposit was received is \$500 or more. Employees of the Bank or its subsidiaries and affiliates, or their advertising or public relations' agencies will not be eligible to participate, neither their immediate relatives.
4. One (1) electronic coupon will be assigned to each eligible participant if the sum of the Direct Deposits received during the calendar month where the first Direct Deposit was received fluctuates between \$500 and \$2,499; or two (2) electronic coupons if the sum of the Direct Deposits received during the calendar month where the first Direct Deposit was received was \$2,500 or more. All the electronic participation coupons that were assigned automatically in accordance with these rules will be null and void and disqualified from participating in the Contest drawing if the account is overdrawn or closed on or before the drawing date.
5. You do not need to open an account to participate. In order to obtain a participation voucher, it is necessary that you visit the central office from 3:00 p.m. to 5:00 p.m. on business days, located at the Popular Center, Ave. Muñoz Rivera #209, Individual Bank Division, 8th floor, Hato Rey, PR 00918. The Bank does not accept responsibility for incomplete, illegible or incorrect names and addresses. The Bank reserves the right to determine the participant's validity and refusal if they do not comply with these official rules.
6. A Red KIA FORTE 2010 TDAE vehicle valued at \$16,989 will be raffled. This does not include insurance, registration fees, license plate or the required liability insurance. The winner must have copy of his non-expired driver's license.
7. Once the Contest period ends, the information gathered during the opening of the new *Cuenta Popular* accounts that received Direct Deposits during the promotional period will be tabulated for the drawing on December 21, 2009.
8. For each draw, a winner and one (1) alternate winner will be selected through an electronic raffle before a notary public, at the Central Office of Banco Popular.
9. The winners will be notified by certified mail sent to their address in the system. The information about the alternate winner will be kept in case it has to be used.
10. The prize is nontransferable. The prize will be delivered no later than 30 days after the date of the drawing.

11. The winner(s) acceptance of the prize entitles the Bank to use their names, pictures or presentations in person or in any advertising media, without additional compensation to the referred person(s), during the time deemed necessary.
12. The Bank reserves the right of determining the winner's eligibility and refusal if they do not comply with the Contest's requirements.
13. Neither the Bank nor its advertising or public relations agencies shall be liable for the prizes' guaranties, or for direct or indirect damages caused to the winner, his or her family members, third parties or properties; caused by or related to the prize.
14. This Contest is subject to all applicable state and federal laws and regulations. Any intention of violating any of the Contest rules or giving false information with the purpose of committing fraud shall be prosecuted pursuant to applicable laws.
15. If necessary, each winner shall accept any reasonable delay in relation to the prize's delivery, subject to the applicable laws and regulations.
16. The Contest rules will be available in all of the Bank's branches, www.popular.com, and in the press.
17. The Bank may cancel, postpone and modify this Contest, its rules and advertising applicable to it, including but without limitation, the designation of new Contest dates. Any changes will be timely published and will be carried out in accordance with applicable regulations.
18. In regard to any and all controversies that may arise between the complete rules and the condensed rules, the most favorable to the contest's participants shall prevail.