



News Release

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FOR IMMEDIATE RELEASE

Our Associates have Voted; Capital One Canada to make \$35,000 donation to Free The Children

Internal Contest Empowers Associates to Champion a Cause They Believe In.

Toronto, ON – February 7, 2013 – Capital One Canada associates let their voices be heard by voting to give \$35,000 to Free the Children in the company’s annual “Who Wants to be a Philanthropist” contest. This internal company event offers the opportunity for Capital One’s Canadian associate base to champion a charity or cause they believe in. Entrants present why they are passionate about a cause or charity, and after presentations by each of the participants, the Canadian associates vote on which charities will receive the top prizes.

Free The Children, championed by Capital One associate, Andrew Hall, is the most recent winner of the \$35,000 grand prize. This was the second time Andrew entered this charity in the Who Wants to be a Philanthropist contest. Rosalba Spano, a Capital One associate based in Montreal, won a \$20,000 donation for **Make a Wish Foundation – Quebec chapter**, and Brian Trotman, a Toronto-based associate, won third prize with a \$10,000 donation to the **Canadian Centre for Abuse Awareness**.

“I have seen first hand the incredible work Free The Children does to inspire Canadian youth to be the champions of change,” said Andrew Hall. “I knew I also needed to do my part so I jumped at the chance to enter our contest. It is very meaningful to have the support of both my colleagues and my company to make this donation to a cause I believe in.”

At Andrew’s request, the \$35,000 donation to Free The Children will be allocated to two programs: domestic actions, supporting youth leadership and empowerment programs here at home; and international causes, specifically the charity’s Water Initiative aimed at providing 100,000 people living in developing communities with a permanent source of clean water.

Launched in 2007, the Who Wants to be a Philanthropist contest is designed to give Capital One’s Canadian associates a strong voice in how the company allocates its charitable

dollars. The program was built on the premise that Capital One's charitable giving should represent the dedication of its associates and the passion they have for the community.

"Part of our philanthropic mission is to make a difference in the communities where our associates live and work. With that in mind, it just makes sense to make our associates a key part of the decision making process," said Rob Livingston, President, Capital One Canada. "I want to personally thank all of the participants in the latest Who Wants to be a Philanthropist Contest, and offer special congratulations to Andrew Hall and Free The Children for winning the grand prize."

Capital One Canada believes in giving Canadian children a strong foundation to succeed in life. That's why the company invests in organizations and institutions that support financial education and social development for youth in the communities where it operates.

About Capital One

With offices in Toronto and Montreal, Capital One has offered Canadian consumers a range of competitive MasterCard credit cards since 1996, when the company first introduced the Platinum MasterCard in Canada. Capital One Canada is a division of Capital One Bank, a subsidiary of Capital One Financial Corporation of McLean, Virginia (NYSE: COF).