

**REGULATION RULING COMMUNICATION ASPECTS OF CURRENCY REDENOMINATION
RESOLUTION N° 07-08-01**

The Board of Directors of the Central Bank of Venezuela, in exercise of the powers conferred to by Articles 5 and 6 of the Executive Decree with Force of Law on Currency Redenomination,

Stipulates:

to issue the following,

REGULATIONS RULING COMMUNICATION ASPECTS OF CURRENCY REDENOMINATION

Article 1. Within the framework of the activities related to the informative and educational campaign on currency redenomination, the bodies and entities of the State Administration, as well as banks and other state and private financial institutions, shall:

- 1) produce brochures and material that contributes to the promotion of the currency redenomination (POP material) based on the contents provided by the Central Bank of Venezuela and/or done by themselves.
- 2) display material about the currency redenomination done by each one of them and/or those provided by the Central Bank of Venezuela to such effects, in each institution, agency or branch, according to the case.
- 3) create a link in the website of all institutions enabling access to the special web site devoted to currency redenomination www.reconversionbcv.org.ve.
- 4) install promotional banners about the currency redenomination in the web sites of all institutions, based on the contents provided by the Central Bank of Venezuela.
- 5) properly position, in each institution, bank agency or branch, placards and/or banners about the currency redenomination, done by them and based on the contents provided by the Central Bank of Venezuela.
- 6) include, through audiovisual means, messages linked to the currency redenomination, which text is to be defined and provided by the Central Bank of Venezuela.
- 7) make available, within their printed advertisements, a space in the upper part in which an informative message related to the currency redenomination, which content is to be given by the Central Bank of Venezuela.

Article 2. The state companies devoted to the rendering of services, as well as banks and other state and private financial institutions, shall, within the framework of the activities linked to the informative and educational campaign on currency redenomination, and additional to the obligations set forth in Article 1 of this Resolution:

- 1) Include as inserts in the correspondence to their clients, the brochures produced about currency redenomination or provided by the Central Bank of Venezuela to such effects.
- 2) Incorporate the messages provided by the Central Bank of Venezuela in all account balances.

Article 3. Without detriment of any interinstitutional cooperation agreements signed with the Central Bank of Venezuela, the bodies and entities of the State Administration, whose competences are directly related to economic, social, educational and/or technological matters, shall, in addition to the obligations set forth in Article 1 of

this Resolution, devise communication strategies focused on informing and guiding the public on the aspects related to the currency redenomination process.

Article 4. To the effects stipulated in this Resolution, the Central Bank of Venezuela shall provide to the bodies and entities of the State Administration, as well as to the banks and other state and private financial institutions, all the contents and graphical elements through the special website www.reconversionbcv.org.ve.

Article 5. The doubts deriving from the interpretation and implementation of this Resolution shall be clarified and solved by the Board of Directors of the Central Bank of Venezuela.

Article 6. This Resolution shall enter into force as from its publication in Official Gazette of the Bolivarian Republic of Venezuela.

Caracas, August 28th, 2007.

In my capacity of Secretary of the Board of Directors, I certify the authenticity of this Resolution.

Let it be known and published.

JOSÉ FERRER NAVA
First Manager Vice President

Published in Official Gazette of the Bolivarian Republic of Venezuela N° 38,756, dated August 28th, 2007.