



RBC Bank™

FOR MORE INFORMATION:

Dorsey Landis
RBC Bank / (919) 788-6272
dorsey.landis@rbc.com

**UNIVERSITY OF FLORIDA STUDENT FINANCE GROUP PARTICIPATES IN
RBC BANK SAVVY CENTS SERIES – AND WINS AWARD**

RALEIGH, N.C., May 4, 2009 – The Student Finance Group at the University of Florida and RBC Bank were recently recognized with a “Program of the Year” award for their partnership to bring the bank’s Savvy Cents series to the school’s Warrington College of Business.

Each year, the Warrington College of Business recognizes organizations that demonstrate excellence in leadership and contribution to the college and community. The Student Finance Group President Daniel Veingrad accepted the “Program of the Year” award on behalf of his student organization and the bank at a recent school event.

“On behalf of the Student Finance Group and all UF students, I would like to thank RBC Bank for its commitment to the community,” said Veingrad. “I look forward to continuing our partnership next semester!”

The Student Finance Group hosted RBC Bank employees three times throughout the course of this past academic year. The employees, Cynthia Holt, Denise Harrington, Bridgit Parchment and Christy Finnegan, helped the students explore practical business topics, such as credit score management and savings. In addition, Donald Schultz with RBC Wealth Management shared an analysis and breakdown of the current economic financial crisis with students.

“It has been such a pleasure to work with the Student Finance Group, and I’m proud of all they have achieved this semester,” said Dave Fechtman, RBC Bank executive for Alachua and Marion Counties. “It’s an honor to partner with such a great group of students.”

About RBC Bank

RBC Bank, headquartered in Raleigh, N.C., offers a wide range of financial services and advice to individuals, businesses and public institutions throughout the Southeast. RBC Bank’s network includes more than 430 full-service banking centers, an extensive ATM network and telephone and online banking. RBC Bank is the 40th largest U.S. bank by consolidated assets, according to the Federal Reserve Statistical Release June 30, 2008. RBC Bank is a wholly-owned subsidiary of Royal Bank of Canada (RBC) (RY on the TSX and NYSE), Canada’s largest and most stable bank as measured by assets and market capitalization. *Global Finance Magazine* named RBC the best bank in Canada in October 2008, and the safest bank in Canada for 10 consecutive years, from 1999-2008. RBC is also one of the world’s financial, social and environmental corporate leaders for the past eight years as on the Dow Jones Sustainability World Index. Additional information about RBC Bank may be found at www.rbcbankusa.com.

###