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ING DIRECT BRINGS MESSAGE OF SAVINGS TO HAWAII

Full service Cafe , retail shop, and call center to service Honolulu and communities throughout the State of Hawaii.

/24-7PressRelease/ - HONOLULU, HI, May 02, 2008 - The fun, innovative, and community-focused bank, ING DIRECT, known for its passion to help people 'Save' is making its newest home Hawaii. Scheduled to be unveiled in early fall 2008, the 1958 Kalakaua Avenue, Honolulu, location will feature a design theme reflecting the ocean-loving traditions of Hawaii and its people, combined with the forward-looking, simple nature of ING DIRECT.

"Hawaii was home for many years and the warmth and culture of the people of Hawai'i have remained in my heart," remarked ING DIRECT CEO Arkadi Kuhlmann. "I'm proud to bring the customer-focused value of ING DIRECT to the families, children, and communities of the islands. The ING DIRECT destination in Waikiki will provide a friendly gathering place where residents and tourists will gather, participate and learn how to improve their financial well-being."

The building layout will feature a ground floor dedicated to the Caf experience where customers will interact with Caf staff, get a great cup of coffee, learn about ING DIRECT's full range of deposit and loan products and begin the journey back to saving.

Cleo Brown - Veteran Financial Executive to Head Hawaii Operations

A 40 year resident of Hawai'i, Cleo Brown, will lead the introduction of ING DIRECT's innovative internet Caf and direct banking in Hawai'i. Cleo's background in retail financial services includes 15 years with Deak International rising from a Property Manager in Hawaii to Regional Manager of the Hawaii operations.

In 1990, Cleo joined Thomas Cook rising to Senior Vice President responsible for all North American Retail operations. Since leaving Thomas Cook in 2000, Cleo has led a global consulting practice specializing in retail financial services, government contracting, and strategic planning and leadership development. Cleo has given her personal time to the Hawaii Women's Business Center in support of small business entrepreneurs and assistance on mentoring programs.

"I am so pleased to be introducing ING DIRECT to more people in Hawaii. Even without a brick and mortar office, we already have more than 20,000 customers here. It tells us that the message of savings is resonating in these increasingly difficult times," said Brown.

About ING DIRECT

ING DIRECT, the nation's largest direct bank and third-largest thrift, is dedicated to inspiring Americans to become a nation of savers. Since its inception in 2000, more than 6.5 million Americans have entrusted their savings with ING DIRECT, building the bank to \$80 billion in assets.

CEO Arkadi Kuhlmann is one of the visionary CEOs featured in the New York Times and Wall Street Journal bestseller, *Mavericks at Work*, a book also acclaimed by the Economist and the Financial Times.

For more information on ING DIRECT, or to learn more about the bank's high-value products, including the Orange Savings Account, Electric Orange, Orange CDs and the Orange Mortgage, visit www.INGDIRECT.com or call 1-800-ING-DIRECT.

Style note to Editors: ING DIRECT is always capitalized and never referred to as ING.

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