



press release

FOR IMMEDIATE RELEASE

10 Singapore kids get the opportunity to be Player Escorts at the UEFA Champions League 2009/2010

1 October 2009, Singapore – Ten children or “Little Champions” from Singapore will live their dreams of marching onto the football pitch, hand-in-hand with some of the world’s top players at the upcoming UEFA Champions League – the most important tournament in European club football.

MasterCard, official sponsor of the UEFA Champions League, in association with Standard Chartered, is offering each of the ten children the ‘priceless’ experience of being part of the march-in entourage for one among several selected matches at the UEFA Champions League 2009/2010. This will culminate in one lucky “Little Champion” from Singapore receiving the ultimate privilege of being a player escort at the UEFA Champions League Final in May 2010.

The “Little Champions” from Singapore will join 35 others from Hong Kong, Korea, Malaysia, Indonesia and United Arab Emirates—all aged between seven and nine—to

be the first in Asia and the Middle East to escort world-class football players at the UEFA Champions League matches.

To participate in the campaign, Standard Chartered MasterCard credit card holders need to register at www.standardchartered.com.sg/littlechampions from 1 to 31 October 2009 (inclusive) and charge a minimum of SGD1,000 in the same month to their Standard Chartered MasterCard credit card or MANHATTAN Platinum MasterCard credit card. For all cardholders who have spent more than SGD1,000 in October, the top five with the highest number of transactions within the campaign period will win this once-in-a-lifetime opportunity.

The campaign will be held in four phases to select ten children in total from Singapore. This kicks off with five children who will win a trip to the United Kingdom to participate as “Little Champions” at the fifth group stage match between Manchester United FC and Besiktas JK, which will be held on 25 November 2009. Airfares will be courtesy of Standard Chartered Bank, and hotel stay and the UEFA Champions League tickets for both the child and accompanying adult will be courtesy of MasterCard.

Subsequently, two children from Singapore will be selected for the knockout round that will be held in March 2010; two for the semi-finals in April 2010 and one for the UEFA Champions League Final to be held on 22 May 2010 in Madrid, Spain.

Dennis Khoo, General Manager, Retail Banking Products, Standard Chartered Bank, Singapore, said,

“As the economy shows signs of recovery, Standard Chartered continues to buck industry trend with strong double-digit growth in our credit cards performance since the start of the year, due to our innovative marketing campaigns and strong value proposition for our customers. As another example of how we are strengthening our proposition through innovative programmes, we are rolling out the ‘Little Champions’ programme.”

“The UEFA Champions League is an unmatched sporting event that is watched and celebrated by billions across the world. We are delighted to work with MasterCard to help our customers and their loved ones to realise their dreams and aspirations in life and provide them the unique opportunity to be at the heart of the match, witnessed and cheered by billions around the world.”

Ajay Bhalla, executive vice president, Southeast and South Asia, MasterCard Worldwide said,

“The UEFA Champions League is one of the most prestigious club trophies in European football, and is followed by both young and old soccer fans in the region. This joint program with Standard Chartered demonstrates our shared commitment to providing our cardholders with priceless experiences. Soccer is a great sport that teaches the young about team-work and sportsmanship. As a proud supporter of soccer and sponsor of the UEFA Champions League, we look forward to offering these children an unforgettable experience.”

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Note to Editors:

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,600 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

Standard Chartered has a history of 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 5,500 people in Singapore and has a network of 17 branches, 27 ATMs, and 6 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to www.mastercard.com