



**Media Release
For Immediate Release**

Standard Chartered Marathon Singapore Receives S\$9.75 Million in Funding Over Three Years

*Standard Chartered Bank's latest injection is largest-ever sponsorship
for a local running event*

Singapore, 2 June 2011 – The sports community in Singapore will have more reasons to run, as Standard Chartered Bank (SCB) announced their continued support of the Standard Chartered Marathon Singapore (SCMS) with a S\$9.75 million injection to the event and a three-year partnership with event organiser Singapore Sports Council (SSC) till 2013.

2 Guest-of-Honour Major General (NS) Chan Chun Sing, Acting Minister for Community Development, Youth and Sports, was on hand to witness this landmark announcement, heralding the largest-ever corporate sponsorship for a running event in Singapore.

3 Commenting on the continued support of the SCMS, Mr Ray Ferguson, Regional Chief Executive Officer (Singapore and Southeast Asia) Standard Chartered Bank said, "After a very successful inaugural SCMS in 2010, we are delighted to announce our continued support for the event as title sponsor. The marathon has been a great platform for engaging all our stakeholders, and it resonates with what we stand for as an organisation – courage, a can-do attitude, partnership, leading by example and the determination to go the distance. We want to be involved in the growth of the race and help develop this marathon as Asia's pinnacle race together with our partner and event organiser, Singapore Sports Council."

4 Standard Chartered Bank's long-term commitment with marathons span over a decade, with the bank backing nine marathons globally, including the SCMS. The three-year sponsorship deal for the SCMS is one of the bank's largest and on-going sponsorships of a sports event in Singapore. The deal is a testament of the success and popularity of the Standard Chartered Marathon Singapore among Singaporeans.

5 CEO SSC Mr Lim Teck Yin, who is also the Chairman of the SCMS 2011 Organising Committee, thanked Standard Chartered Bank for their unwavering support of sports in Singapore. Apart from the SCMS, Standard Chartered Bank

is also a long term supporter of Singapore Rugby, having contributed more than S\$3 million since 1997 to support the growth of youth rugby in Singapore.

6 Said Mr Lim, “The SCMS is one of SSC’s and Singapore’s most successful and recognisable partnerships with a major corporation. The marathon is an excellent example of how sports can raise brand awareness, build market share and win customer loyalty for a corporate investor. SSC hopes to see more companies coming forward as our partners in sport.”

7 The SSC will “continue to work hand-in-hand with Standard Chartered Bank and our partners” to create more successful SCMS editions over the years, said Mr Lim. “The inaugural Standard Chartered Marathon Singapore 2010 set the bar very high, but Singapore is known for its innovation and service excellence. We plan to have some new twists to make the event even more enjoyable for marathon fans from Singapore, the region and beyond. This is the People’s Race.”

8 The inaugural SCMS attracted a record 60,000 participants in 2010. Details of the SCMS 2011, including the routes, categories for participation are expected to be announced by race organiser SSC towards the end of June 2011. The information will also be available on the Marathon’s website at www.marathonsingapore.com and on www.facebook.com/marathonSG.

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About the Singapore Sports Council

Formed in 1973, the Singapore Sports Council (SSC) is tasked with developing a holistic sports culture for the nation. The SSC creates opportunities for people to excel in sports; opportunities for people to be engaged in sports as, coaches, officials, volunteers or fans; and opportunities for people to do business in sports as sponsors and investors. The SSC has changed the way Singaporeans view and participate in sports. Through sports, we now have an enhanced national identity thanks to our sports participation programmes; greater national pride as a result of high performance results at international and regional games; and more diversified economic stability through our vibrant sports industry initiatives.

To find out more, visit our websites www.ssc.gov.sg and SingaporeSports.sg

Follow SSC on Twitter at: www.twitter.com/singaporeports and Facebook at: www.facebook.com/letsplaysg

For a range of photographs, search for “Singapore Sports Council” on www.flickr.com

About Standard Chartered Bank in Singapore

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 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.

It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank’s heritage and values are expressed in its brand promise, ‘Here for good’.

Standard Chartered has a history of more than 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 7,000 people in Singapore and has a network of 19 branches, 30 ATMs, and 7 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.
