

press release

FOR IMMEDIATE RELEASE

Standard Chartered Bank adds a new glow to outdoor advertising

200 taxis to bear glow-in-the-dark Standard Chartered trust mark

6 May 2008 – Standard Chartered Bank is adding a new glow to outdoor advertising, using an innovative technology called Electroluminescent Light (EL). The Bank is the first in Singapore and Asia to use EL technology for outdoor advertising on taxis.

With EL technology, a paper-thin film light source (less than 1mm thick) is used to light up the identified areas. Advertisers have the option of ‘lighting up’ selected strategic areas at the side panels of vehicles via a lighted piece of film. The EL technology is cool to the touch and has negligible heat emission. Also, it is not colour-restrictive, and has a clear file resolution.

This innovative advertising initiative involves 200 taxis, plying island wide from mid-May onwards, which will bear luminescent Standard Chartered trust marks. Standard Chartered has exclusive rights to use EL for outdoor advertising in Singapore until the end of June.

As it steps up efforts to build its brand, Standard Chartered will continue to use new and innovative mediums as well as platforms to differentiate the Bank. For example, Standard Chartered is also one of the first to collaborate with Tunnel TV and the Changi International Airport Terminal 3 since January 2008.

These efforts are paying off. According to Millward Brown's annual global brand ranking, Standard Chartered is ranked among the top 10 British brands. Significantly, it is also one of the fastest growing brands, increasing brand value by 73% to US\$6,855 million in 2007 compared to 2006. The Millward Brown survey, which covers January to December 2007, ranks the most powerful brands by their dollar value. It is based on an analysis of consumer opinion and publicly available financial data.

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Note to Editors:

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,700 branches (including subsidiaries, associates and joint ventures) 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 nearly 150 years in Singapore, opening its first branch here in 1859. In October 1999, it was among the first international banks to receive a Qualifying Full Bank (QFB) license, 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 about 4,700 people in Singapore and has a network of 18 branches and 30 ATMs. Standard Chartered is the only international bank to offer NETS service, giving customers access to EFTPOS at over 17,000 outlets islandwide.

Standard Chartered's global Consumer Banking and Wholesale Banking businesses are managed out of Singapore, as is its global Technology & Operations function and the Standard Chartered Private Bank.