

# press release

## **Standard Chartered launches exclusive reward privileges for Premium Card holders**

**25 May 2009, Dubai, United Arab Emirates** – Standard Chartered Bank announced the launch of their new and improved Standard Chartered Rewards Programme. The revamped Platinum Card along with the new Titanium Card will both offer Standard Chartered Bank card holders the highest number of reward points on purchases. Both cards offer market -leading lifestyle privileges including a one-of-a-kind fly on any airline to any destination benefit.\* Customers will also earn reward points faster and easier on significantly less spending.

With the added incentive of no expiry on points earned,\* the Rewards Programme offers greater choices; for instance, customers can take advantage of exclusive offers for dining, electronics, jewellery, supermarket, furniture, and apparel vouchers or even as cash-back. Additionally, the Rewards Programme offers a wide selection of lifestyle privileges including access to exclusive golf courses, travel, as well as members-only concierge services.

**Chris de Bruin, Head of Consumer Banking, Standard Chartered, UAE said,** “Extensive research shows that consumers want more choice from their reward programmes and yet, no one gone the extra-mile to meet that requirement in the market. Our loyal customers are very important to our continued success; we value their loyalty and will continue to deliver premium services with attractive and competitive options. With the Standard Chartered Rewards Programme, our Titanium and Platinum credit card holders will not only be rewarded on their credit card spending but they will be given more rewards for less spend.”

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\* Terms and Conditions apply. Subject to availability.

All Standard Chartered Reward Programme privileges are available to existing Platinum Credit Card holders. New customers can take advantage of these exclusive offers by registering for the new Titanium Credit Card or existing Platinum Credit Card today. Call the Elite Personaline on 800 4949 for more details.

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#### **About Standard Chartered**

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered Group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and profits have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has over 1600 branches and outlets located in over 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, the Group 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. It employs more than 70,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which 68 are represented among senior management.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)