

press release

FOR IMMEDIATE RELEASE

STANDARD CHARTERED BANK TO SPONSOR CNN INTERNATIONAL'S 'THE BIZ CLINIC'

6 August 2009 - Standard Chartered Bank announced today their sponsorship of CNN International's new weekly on-air and online business segment, 'The Biz Clinic'. The sponsorship takes effect from August 2009 and encompasses on-air segments in the network's 'World Business Today' and 'Quest Means Business' programs that airs across CNN in Asia Pacific, Europe, Middle East and Africa. The initiative also encompasses extensive digital resources at the dedicated website www.cnn.com/bizclinic

Fast-paced, upbeat and designed to give practical advice amidst the financial crisis, 'The Biz Clinic' features contributions from CNN's international anchors, correspondents and dedicated business specialists. They seek answers to key questions around the radically-changed global business environment. Online resources include extensive video, blogs and an interactive 'Ask the expert' feature.

Susan Ho, Head of Group Brand Development for Standard Chartered, says: "Standard Chartered is deeply rooted in the world's most exciting markets, touching the lives of millions of people every day. Amid economic uncertainty, we are delighted to highlight our on-the-ground knowledge of financial issues to CNN's global audience through our sponsorship of 'The Biz Clinic'.

William Hsu, Vice President of News Sales Asia-Pacific, CNN comments: "This cross-platform sponsorship is the perfect vehicle for Standard Chartered Bank to connect with our unique, upscale audience. Research continues to show we are watched by more influential C-suite executives than other news and business channels combined, so we are delighted to work with them to reach this key demographic."

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Notes to the Editor:

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 Group 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 about 70 are represented in the senior management.

For more information, please visit: www.standardchartered.com