



press release

UAE kids win a priceless trip to Italy to be Player Escorts for AC Milan and Olympique de Marseille players at the UEFA Champions League match

24 November 2009, United Arab Emirates – 2 “Little Champions” from the UAE will march onto the iconic Stadio Giuseppe Meazza football pitch, home of AC Milan, hand-in-hand with AC Milan and Olympique de Marseille players for the UEFA Champions League fifth group stage match today, 25 November.

Twenty four children aged between seven and nine from Singapore, Hong Kong, Korea, Malaysia and UAE have won the “Little Champions” priceless experiences offered by MasterCard, official sponsor of the UEFA Champions League, in association with Standard Chartered Bank. Airfares are courtesy of Standard Chartered, and hotel stay and the UEFA Champions League tickets for both the child and accompanying adult are courtesy of MasterCard.

The lucky “Little Champions” from the UAE are as follows:

Mr Stephen Kelly has accompanied his nine year old daughter, Emma Kelly, to Italy while Mr. Hameed Babu Am has accompanied his eight year old boy, Master Mohammed Rizwan Anakkaparambil.

They will be the first in Asia and the Middle East to escort world-class football players at the UEFA Champions League matches. Two more winners from the second phase of the campaign, commencing from December 1, 2009, to January 31, 2010, will be selected for the knockout round which will be held in March 2010.

To participate in the campaign, Standard Chartered MasterCard credit card holders registered at <http://www.standardchartered.ae/littlechampions> from October 1 to 31, 2009 and charged a minimum of AED 3000 in the same month to their Standard Chartered MasterCard credit card. The top five with the highest number of transactions in October won this once-in-a-lifetime opportunity.

Chris de Bruin Head of Consumer Banking UAE, Standard Chartered Bank, said,

“The ‘Little Champions’ and their parents are hugely excited as they get ready to be cheered by millions worldwide and create history! We are delighted to have partnered MasterCard to bring this promotion for our customers. The response has been excellent. As we enter the next phase, our customers can continue to participate and now also win exclusive UEFA Champions League branded MasterCard merchandise. We remain committed to deepening our customer relationships by offering the best products and promotions.”

Sumit Mittal, Vice President and Country Manager, Middle East and Levant, MasterCard Worldwide said,

“As a proud supporter of soccer and Official Sponsor of the UEFA Champions League, we can feel the excitement of our Little Champions as we send them off on an unforgettable experience with their football heroes. The UEFA Champions League is one of the most prestigious club trophies in European football, and this joint program with Standard Chartered demonstrates our shared commitment to providing our cardholders with priceless experiences.”

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