

press release

Standard Chartered launches online rewards programme via Facebook

***UAE customers have opportunity to earn points that can be
redeemed for attractive rewards***

Winner of grand prize gets chance to visit London Olympics

UAE – June 7, 2012 – Standard Chartered has launched an online rewards programme via Facebook, whereby the bank's UAE customers can earn points for their various banking transactions and redeem them for attractive rewards. A highlight of the campaign ending June 30 is the grand prize of a trip for two to London, including flight tickets, hotel accommodation and tickets for pre-selected Olympic events.

To join the promotion, customers only have to follow a two-step process. One, they need to visit www.standardchartered.ae/2012olympics to generate the promotion access code on using either their account number / credit card or debit card number. Two, they have to enter the access code in the "Race to the Olympics" application on Standard Chartered's Facebook page at www.facebook.com/standardchartereduae.

Once customers are registered and their accounts are validated, they will automatically earn points for the products/programmes that are included as part of this promotion, which means that no further action is required from the customer's end.

Mohammed Al Mazemi, General Manager, Distribution - Middle East for Standard Chartered, said, "We always look for innovative ways to reward our customers, and this 'Race to the Olympics' campaign particularly leverages the power of social networking. The campaign has been designed to allow our UAE customers to earn easy reward points with minimal effort on their part. Several exciting rewards are up for grabs, including the grand prize of a chance to be part of the London Olympics."

The rewards available for redemption include, iPads, Emaar gift card, dining voucher at Atmosphere (Burj Khalifa), movie tickets, and ice rink tickets. Points that are not redeemed by June 30 will be converted into lucky draw entries to enter the Grand Draw at 20 points for one Grand Draw entry.

For more information, please contact:

Ramy Lawand
Senior Manager, Business Communications
Corporate Affairs MENAP
Tel: 009714 508 2564
Mobile: 00971 56 675 9894
E-mail: Ramy.Lawand@sc.com

Standard Chartered – leading the way in Asia, Africa and the Middle East

Standard Chartered PLC is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for nearly 87,000 staff. 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. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

For more information on Standard Chartered, please visit www.standardchartered.com

Or contact:

Orient Planet PR & Marketing Communications
P.O Box: 23345
Dubai, United Arab Emirates
Tel: 00971 4 398 8901
Fax: 00971 4 398 8941
Email: media@orientplanet.com
Website: www.orientplanet.com