



STANDARD CHARTERED'S GREATEST RACE ON EARTH 2007/08 KICKS OFF IN NAIROBI

China's Women's Team makes debut In Nation's Challenge category

23 October 2007, Shanghai– The fourth series of Standard Chartered's Greatest Race on Earth (GROE) will kick off in Nairobi, Kenya, on 28 October with 2 new features:

1. A revamped competition structure focusing on the Nations Challenge category where China makes a debut with a National Women's Team; and
2. The start of a new environment initiative to engage people around the world.

Reinforced Focus on Nations Challenge

This year, the marathon relay aspect of GROE is now focused completely on the Nations Challenge, where countries worldwide are invited to enter four teams (two Men's and two Women's). The Nations Challenge prize fund remains the largest guaranteed prize pool in the athletics world. For the first time in the history of GROE, this year there is also a Women's national team competition, with a prize pool equal to that of the Men's.

With the new competition format, the China National Women's Team makes its first foray in the Nation's Challenge category, with **Lu Lu Li** leading the way in the Nairobi leg.

Lu Lu Li, with a Personal Best (PB) of 02:37:10 and is deemed one of the strong potentials in the Nairobi Marathon, is part of the Standard Chartered China-sponsored team in the GROE relay series. Other members of the China Women's team include:

Yang Feng Xia, who will be running in the Standard Chartered Singapore Marathon (2 December 2007)

Dai Yan Yan, participating in the Standard Chartered Mumbai Marathon (20 January 2008), and

Zhang Xin, wrapping up the relay in the Standard Chartered Hong Kong Marathon (2 March 2008).

With a record of 53 national teams from 33 countries competing in the Nations Challenge to win a share of the USD 1.08 million prize fund, competition is fiercer than ever to be part of the winning team lifting the Gold Baton trophy at the end of the series in Hong Kong.

Environment Focus: Race For A Living Planet

Continuing with a year of firsts, the new Environment Challenge has been initiated to complement GROE. The Environment Challenge encourages people to select and undertake up to eight environmental pledges suggested on www.thegreatestrace.com, and we encourage individuals to pledge their support for the China Women's Team.

Standard Chartered will donate USD 1 million to support vital environmental conservation projects globally, working in partnership with WWF, to benefit the three nations which generate the most environmental pledges per capita. The results will be announced following the final GROE Marathon in Hong Kong on Monday 18 February 2008.

Peter Sands, Standard Chartered Group Chief Executive, said:

“With 33 nations now competing, The Greatest Race on Earth provides a compelling opportunity to reach out to people across the world. Through our sponsorship of the unique marathons in Kenya, Mumbai, Singapore and Hong Kong, Standard Chartered is focused on building awareness of the environmental challenges many nations face. If we can encourage the people we meet through our everyday business to make just a small change to the way they live, we can show how everyone, together, can truly help build a more sustainable future.”

The Nairobi Marathon plays host to the first stage of the series as it has done for the last three years. Expectation will be high in this homeland of distance running, and the 1,600m altitude of the course may cause problems for un-acclimatised runners who are unfamiliar with the thin air.

Running this year for defending Men’s Nations Challenge champions, Kenya, are Benson Rangondi Ogato (Kenya Men 1) who boasts a personal best marathon time of 02:12:13 and fellow Kenyan David Kipkorir Ruto (Kenya Men 2) whose fastest time is 02:16:57. Tough competition may come from newcomer Brazil’s first leg runner, Everton Ludovice Moraes, who can go into the race confident with a PB of 02:14:26 achieved two years ago. Russia’s Eduard Tukhbatullin could also pose a threat to the established African runners, with a marathon PB of 02:12:07, although this time was ran in 1997.

The Women’s Nations Challenge looks set to be a close-run race in Nairobi, with several top runners competing. Maija Oravamäki of Finland possesses the fastest time in the field, with a PB of 02:35:37 while Brazilian Luzia Aluizio Da Silva boasts a top time of 02:37:00.

The runners will set off from outside of the Nyayo Stadium, determined to put their teams ahead in this first leg of the four-marathon series. A strong crowd is expected to turn out to see on the day who possesses the mental

determination and physical conditioning to succeed and put their team in contention of a prize-winning place.

Please visit <http://www.thegreatestraceonearth.com> to make your environment pledge online, and to keep track of the race winners!

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Find out more at www.thegreatestrace.com

Notes to Editors:

Standard Chartered presents The Greatest Race on Earth

The Greatest Race on Earth (GROE) is the world's only marathon team relay series, run across four of the most exotic cities on the planet. Created and sponsored by Standard Chartered since 2004, it is now entering its fourth successful series, with prize money of USD 1.08 million on offer to the teams taking part – the largest guaranteed prize pool in world athletics.

Each year GROE transforms the traditionally individual sport of marathon-running into a team event. Some of the world's quickest marathon athletes compete in teams of four, running one marathon each – their eyes firmly set on working together to achieve a faster cumulative time than their rivals and gaining a significant slice of the prize pool.

The 2007/08 series sees the competition concentrate for the first time solely on the Nations Challenge, purely for teams representing their country. With a record number of teams taking part from over 30 countries, GROE has become the closest thing to a World Cup of Marathons. The Nations Challenge is split into a men's and women's competition, with equal prize money for each.

Competitors will face some of the most challenging environments in the world - including the high altitude of Nairobi, the humidity in Singapore, the heat of Mumbai and the uphill terrain in Hong Kong.

- The 'highest race,' at over 1,600m, in Nairobi – 28 October 2007
- The 'island race' around Singapore – 2 December 2007
- The 'historic race' through Mumbai – 20 January 2008
- The 'harbour race' across Hong Kong – 17 February 2008

Partnership, teamwork, trust and courage, all of which are Standard Chartered core values, will be key factors in determining the winners.

The Race Prize Categories	
The Nations Challenge	Prize pool of USD 520,000 each for both the men's and women's competitions – fastest men's and women's team win a first prize of USD 100,000 each. Teams are also divided into 6 regions – Africa, South East Asia, North East Asia, Americas, Europe & Oceania, and South Asia & Middle East – with prizes for teams who finish in the top three in each region.
Performance Awards	Bonus pool of USD 40,000 has been set aside for special achievement awards. These are awarded to national teams that have made a significant improvement on their previous GROE times, and teams that have demonstrated commitment, endeavour and determination in competing in The Greatest Race on Earth.

The Greatest Race on Earth: Race For a Living Planet – The Environment Challenge

The Environment Challenge is a new element of GROE introduced for the 2007/08 series. It encourages people to select and undertake up to eight environmental pledges suggested on www.thegreatestrace.com, and then nominate the GROE nation they wish their pledge(s) to support. Standard Chartered, working in partnership with WWF, will donate USD 1 million to support vital environmental conservation projects that will benefit the three nations that generate the most environmental pledges per capita. The nation that attracts the highest number of environmental pledges per capita will receive USD 500,000; the second highest will receive USD 350,000; and the third highest receives USD 150,000. The results will be announced following the final GROE Marathon in Hong Kong on Monday 18 February 2008.

Once the top three countries have been identified at the completion of GROE on 17 February 2008, Standard Chartered will work with WWF, its Environment Challenge partner, to identify a shortlist of projects that require funding in those countries. Either a project within the winning country at the time of the award, or a project that has a resonance or direct affect on that country will be considered and selected by Standard Chartered.

The Pledges

Standard Chartered has introduced the Environment Challenge as a key component of its global sustainability strategy and approach to the environment. By adding the Environment Challenge to the Greatest Race on Earth, Standard Chartered are asking employees, customers and the public to consider the simple steps they can make to help reduce the long term effects of **air pollution and climate change**, deforestation as well as **land and freshwater degradation**.

These aspects, along with a separate Education (Learn More) theme, make up the four key themes of the campaign. Each theme will have two pledges associated with it, for people to select and commit to. They are:

Water

- I won't leave the tap running while I am brushing my teeth
- I will spend one less minute in the shower each day

Education

- I will measure my carbon footprint by using the online Carbon Calculator
- I will visit the "My Environment" tour to learn more about the actions I take

Land and Forestry

- I will reuse or refuse a plastic bag at least 3 times a week
- If I have to print, I will print 2 pages to a sheet or print double sided

Air Pollution and Climate Change

- I will alter my room temperature by one degree depending on the season
- I will turn off the lights when I leave the room

The Standard Chartered Carbon Calculator

Developed by the Edinburgh Centre for Carbon Management, along with website design company Factonomy, the Carbon Calculator can be used to quantify the CO₂ emissions from the user's household and travel activities.

Hosted on www.thegreatestrace.com, this unique and powerful carbon calculator is able to quantify the carbon footprint (CO₂ emissions) of households across the more than 50 countries that make up the Standard Chartered network. The sophistication of the calculator makes it one of the first of its kind, giving people the chance to identify their 'personal carbon footprint' using measures relevant to their country.

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

Standard Chartered PLC is listed on both the London Stock Exchange and the Hong Kong Stock Exchange and is consistently ranked in the top 25 among FTSE-100 companies by market capitalisation.

Standard Chartered has a history of over 150 years in banking and operates in many of the world's fastest-growing markets with an extensive global network of over 1,400 branches (including subsidiaries, associates and joint ventures) in 56 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

As one of the world's most international banks, Standard Chartered employs almost 60,000 people, representing over 100 nationalities, worldwide. This diversity lies at the heart of the Bank's values and supports the Bank's growth as the world increasingly becomes one market.

With strong organic growth supported by strategic alliances and acquisitions and driven by its strengths in the balance and diversity of its business, products, geography and people, Standard Chartered is well positioned in the emerging trade corridors of Asia, Africa and the Middle East.

Standard Chartered derives over 90 per cent of profits from Asia, Africa and the Middle East. Serving both Consumer and Wholesale Banking customers worldwide, the Bank combines deep local knowledge with global capability to offer a wide range of innovative products and services as well as award-winning solutions.

Trusted across its network for its standard of governance and corporate responsibility, Standard Chartered takes a long term view of the consequences of its actions to ensure that the Bank builds a sustainable business through social inclusion, environmental protection and good governance.

Standard Chartered is also committed to all its stakeholders by living its values in its approach towards managing its people, exceeding expectations of its customers, making a difference in communities and working with regulators.

In China, the Bank set up its first branch in Shanghai in 1858, and has remained in operation throughout the past 150 years. Standard Chartered Bank (China) Limited is one of the first banks to incorporate officially in China on 1 April, 2007. This demonstrates the Bank's commitment to the China market, and its leading position as a foreign bank in the banking industry.

Standard Chartered China has one of the largest foreign bank networks – with 13 branches (Hangzhou Branch to be opened), 17 sub-branches and 2 representative offices in China. In 2006, Standard Chartered China was named the “Top Ten Most Popular Foreign Banks” by Global Financial Development Forum, the “Best Social Credible Foreign Bank” by China Finance Website and has been granted the “Outstanding Innovative Service Award” by China Business.

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

WWF

- Established in 1961, WWF operates in more than 100 countries working to conserve the natural world by building a future in which humans live in harmony with nature
- WWF works with people, business and governments to:
 - conserve biodiversity and address threats to the environment
 - ensure that the use of renewable natural resources is sustainable
 - promote the reduction of pollution and wasteful consumption

WWF is now known simply by its initials and the panda logo.