

# press release

## Standard Chartered launches part 3 of 'With You All the Way' savings campaign

**Banjul, 1 October 2012** – As part of its sustained commitment to customers, Standard Chartered Bank has launched the final part of its “With you all the way” campaign with bigger and enhanced prizes on offer.

The savings campaign, which has been running since the beginning of this year, has already given out a host of wonderful prizes to winners in the first and second parts.

The giveaways in the final part, which has monthly prizes and a package worth D500, 000' as its grand prize, will be honored in the month of November and December, 2012 with the culmination of the grand draw in January, 2013.

Commenting on the campaign, Ousman Njie, Head of Consumer Banking, Standard Chartered Gambia, said:

“The message to our customers is that when you save with Standard Chartered Bank, you are a winner in addition to enjoying safety and reliability of your deposits. Our strategy, as a Bank, still remains unchanged; we will continuously deliver superior value to our customers and we believe this will put us on course to become the leading Bank in this sector across the country.

Customer needs continue to change and with the increasing competition, we cannot rest on our oars”.

To qualify for the monthly draws, personal customers need to be consistent in saving and must have at least an amount of D10, 000 in their accounts for a month with a minimum of D100, 000 for 3 months to qualify for the Grand Draw.

SME customers need to save at least D100, 000 with a minimum of D200, 000 for 3 months to qualify for the Grand Draw.

- Ends -

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