



press release

Standard Chartered launches hunt for Liverpool FC's most committed fan

London & Liverpool, 31st August 2011 – Liverpool FC's main sponsor, Standard Chartered, has launched a search for the Club's most committed supporter as part of a new Fan of the Month competition. Each month during the 2011-12 English Premier League season, one fan who has gone above and beyond to demonstrate their support for Liverpool FC will be named Standard Chartered Fan of the Month.

The Bank is looking for fans who demonstrate an exceptional passion for the Club and exemplify what it means to be a Liverpool FC supporter. The winners might be fans who have worked extra hard so that they can attend a match; who have helped the Club to grow its fan base; or unsung heroes who have helped others in the community in the name of Liverpool FC.

Every month a judging panel consisting of Liverpool FC legend Ian Rush, Liverpool FC managing director Ian Ayre, Merseyside-based *The Times* journalist Tony Barrett and Standard Chartered's Group Head of Corporate Affairs Gavin Laws will choose a winner from the stories entered. Winning fans will be selected based on their commitment to the Club, the Liverpool FC community, or the community where they live. At the end of the season, the public will get to vote on which Fan of the Month winner they think should be named Standard Chartered Fan of the Season.

Each Standard Chartered Fan of the Month will win a trophy, a Liverpool FC shirt and the opportunity to see their story in the Club's official match day programme. The Standard Chartered Fan of the Season will win a "once in a lifetime" Liverpool FC experience with further details to be released later in the season.

Gavin Laws, Group Head of Corporate Affairs for Standard Chartered, said: "Last season we recognised the talent and commitment of the players through our Standard Chartered Player of the Month Award. However, Liverpool FC is more than just the players; the fans are equally important in making it such a legendary club. During the first year of our sponsorship, we have been overwhelmed by the fans' commitment and we want to celebrate this through the new Fan of the Month award. I would urge everyone who believes they should be named Liverpool FC's most committed fan to enter the competition. We will be choosing a winner every month, so there are many chances to win throughout the season."

Full entry details are available at www.liverpoolfc.tv/fanofthemonth.

- Ends -

For further information, please contact:

Ian Burge
External Communications Officer
Standard Chartered Bank
Tel: +44 20 7885 7785
Email: ian.burge@sc.com

Corporate Affairs Japan
Standard Chartered Bank
Tel: +81(3)5511-1245 / Fax: +81(3)5511-9311
Email: CA.Japan@sc.com

Notes to Editors:

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

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. 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.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for around 85,000 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

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

Liverpool Football Club

Liverpool FC is one of the world's most famous football clubs. Founded in 1892, Liverpool FC is England's most successful club, winning 18 League Titles, seven FA Cups, seven League Cups, five European Cups and the UEFA Cup on three occasions. Liverpool FC can also lay claim to 15 Charity Shield wins and three European Super Cup successes.

The unprecedented success of the modern era began under legendary manager Bill Shankly and has continued through to the famous UEFA Champions League win in Istanbul in May 2005 when the Reds recovered from a three goal deficit in a game widely acknowledged as one of the greatest in footballing history.

Liverpool FC's passionate supporters, centred around the world famous Kop, also saw further success in the 2006 FA Cup and a second appearance in three years in the UEFA Champions League final 12 months later in Athens.

The Club continues to grow and its outstanding work in the local community has been recognised by the award of the national CommunityMark accolade.

Standard Chartered's sponsorship of Liverpool FC

On 14th September 2009, Liverpool FC and Standard Chartered Bank announced a four-year deal in which the Bank became the Club's main sponsor. The agreement, which began in July 2010 and runs through to the end of the 2013-14 season, sees Standard Chartered's name and logo appear on the Liverpool FC shirt. This is the largest commercial agreement in the Club's history. As official club sponsors, Standard Chartered enjoy a major rights package which provides a platform to significantly step up the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.