

press release

Launch of 2010-2011 Liverpool FC Shirt sponsored by Standard Chartered

London, 6th May 2010 – Standard Chartered is delighted to announce the launch of the new Standard Chartered branded 2010 season Liverpool FC home shirt. The new shirt will ensure Standard Chartered's logo and trust mark will be highly visible around the world, and will be a key component of the bank's international brand build-out through 2010, in conjunction with the 'Here for good' brand campaign.

Standard Chartered signed a four-year deal to be the main sponsor of Liverpool Football Club from the start of the 2010/11 season, which officially commences on the 1st July 2010. With a comprehensive rights package, sponsorship of the iconic football club will provide a platform to significantly accelerate the Bank's brand awareness across its core markets in Asia, Africa and the Middle East.

Peter Sands, Group Chief Executive of Standard Chartered PLC, said: "2010 will see a step-change in Standard Chartered's brand visibility and recognition. Liverpool FC is one of the world's most famous football clubs, with a huge fan base across Asia as well as the rest of the world. With our name and logo displayed prominently on the new Liverpool FC shirt, we expect this deal to play a major role in building our brand awareness."

The shirt is available at 361 retail stores in Japan including Adidas official shops.



<Retail Price (Excluding tax)> Adults: 9,500yen Kids: 7,600yen

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Note 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 and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 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 1700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. The Bank 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. This heritage and these 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 is England's most successful club, winning a record 18 League Titles, seven FA Cups, seven League Cups, five European Cups and the UEFA Cup on three occasions. Liverpool 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 Champions League win in Istanbul when Rafael Benitez led his side to victory in May 2005, a game widely acknowledged as one of the greatest in footballing history.

Liverpool'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 Champions League final 12 months later in Athens.

The Club continues to grow and is committed to the construction of a new 60,000 seat LFC Stadium. Liverpool FC has already invested significant sums in the restoration of nearby Stanley Park, the Isla Gladstone Conservatory and other regeneration initiatives in the Anfield area. Its outstanding work in the local community has recently been recognised by the award of the national CommunityMark accolade.

For more information on Liverpool Football club please visit www.liverpoolfc.tv