

press release

Standard Chartered Bank Hosts a Futsal Tournament

- Liverpool FC match trip for the winning team -

Tokyo, 15th November 2010 - Standard Chartered Bank will hold a Futsal event dated Saturday 5th March 2011 as follows. The event is jointly planned by Virgin Atlantic Airways with special support from adidas Japan K.K.

Since 1st July this year, we kicked off our four year sponsorship agreement with Liverpool FC, one of the most successful clubs in England's premier leagues with some of the world's best class players, and we rolled out a variety of support activities at the global level including Korea, Hong Kong and Kenya. With this sponsorship agreement, we aim to build a strong foundation for a significant uplift in brand awareness across all regions including Asia, Africa and the Middle East. Here in Japan, we have planned this event as a part of effective use of this sponsorship.

<Event Information>

- Date: Saturday 5th March 2011
- Venue: Fisco Futsal Area Toshimaen (3-25-1 Mukouyama, Nerima-ku, Tokyo)
Indoor of "Toshimaen" Amusement Park <http://www.fisco-co.com/access.html>
- Prize: **The winning team** will receive a trip to Liverpool FC vs. Birmingham City match via Virgin Atlantic Airways (economy class) between Tokyo and London for 7 people. **Runner up team** will receive "[mi-Performance](#)" shoes (the only one pair of shoes for you in the world) for 7 people provided by adidas Japan
- Entry period: Wednesday 1st December 2010 to Monday 31st January 2011
- How to enter: Download the specified application form from Virgin Atlantic Airways website (www.virginatlantic.co.jp) and fill in the information required. Apply in one of the following ways:
 - (i) E-mail to lovefutsal@fly.virgin.com
 - (ii) Mail attention to Futsal Event Secretariat, c/o Virgin Atlantic Airways
Pola Ebisu Building 6F, 3-9-19 Higashi, Shibuya-ku, Tokyo 150-0011
 - (iii) Hand deliver to one of the specified sports shops or adidas shops below:
Soccer Shop KAMO (Participating shops in Kanto area), Gallery Sports (Shinjuku Adhoc Shop 6F, Shibuya Shop 1F), Xebio Sports (Kawasaki Ruffron Shop) and adidas Performance Center (Participating shops in Kanto area).
- Announcement: After closure of entry, 32 participating teams will be selected and notified to the selected teams in early February.
- Event website: <http://www.virginatlantic.co.jp/campaign/liverpool.php> (to be launched on 1st December 2010)

The support campaign for this event will be held in the participating adidas shops and sports shops during the entry period. When you purchase your team wears from adidas brand in one of the participating shops and apply for the event in the same shop, the original item from Standard Chartered Bank x Liverpool FC will be presented to all of the team members (up to 7 people). The number is limited, first come first basis.





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For further information please contact:

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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. 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, 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, 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