



London: 26 May, 2010

SEEING IS BELIEVING ANNOUNCED AS THE OFFICIAL COMMUNITY PARTNER OF THE STANDARD CHARTERED GREAT CITY RACE

Standard Chartered announced Seeing is Believing as the community partner of the 2010 Standard Chartered Great City Race at a lunch today in complete darkness.

Richard Meddings, Standard Chartered Group Finance Director and Chairman of Seeing is Believing was joined by leading eye-care NGOs for lunch served in the dark by visually impaired waiters to give guests an insight into the challenges of those living without sight.

Seeing is Believing (SiB) is a charitable initiative, bringing leading eye-care NGOs together in a global public-private collaboration to help tackle avoidable blindness and develop sustainable eye care services for communities in need across the developing world.

The partnership with this year's Standard Chartered Great City Race will raise awareness of the issue as well as vital funds for the SiB project in the Tanzanian capital, Dar es Salaam, focused on providing services to deprived communities. It is just one of the cities across the globe benefiting through SiB.

The 6,500 runners expected to participate in the race on Thursday 15 July will have an added incentive to pace the 5k course through London's famous Square Mile with the announcement that Standard Chartered will provide the highest SiB fundraiser from the race with a trip to Tanzania to experience one of the charity's ground-breaking projects first-hand how fundraising through the race has been put into effect.

The need for eye-care services is acute. There are over 45 million blind people across the world. A child goes blind every minute and, tragically, 60% of children die within a year of going blind. Yet 80% of blindness is preventable or curable.



The project in Dar es Salaam will treat 40,500 people with, or at risk of developing, preventable blindness and build health capacity by training surgeons, nurses, vision therapists, optometrists and hospital staff to ensure services are provided to the local communities long into the future.

Richard Meddings commented: "The tragic thing about the majority of blind cases around the world is that they are avoidable. Seeing is Believing has helped to restore the sight of more than 2.5 million people but there are still an estimated 45 million people living with blindness around the world. Without further action, this is set to rise to a 76 million in 2020. As well as being a health issue, this is a key economic issue in our markets which is why we commit to match all funds raised for the programme until we've reached our fundraising target of \$20 million."

Tackling avoidable blindness is one of the most cost-effective health interventions that can be made: a sight-restoring cataract operation costs, on average, \$30; \$5 can correct someone's eye sight and provide them with a pair of glasses, and an entire community can be protected from river blindness for just \$30 a year.

Now in its sixth year, the not-for-profit Standard Chartered Great City Race is open to London-based companies entering teams of four or more runners. Entries for each runner are £25, with £5 from each entry going directly to SiB, which will be matched by Standard Chartered. To further encourage runners to raise additional funds for SiB, Standard Chartered will also be awarding each of the 5 runner-ups with a Flip Video Ultra Camcorder™.

To register your interest for this year's race and to view a video of last year's highest SiB fundraiser, James Pickavance from Herbert Smith LLP, talking about the charity and the race, visit the official race website www.cityrace.co.uk.



For further information please contact:

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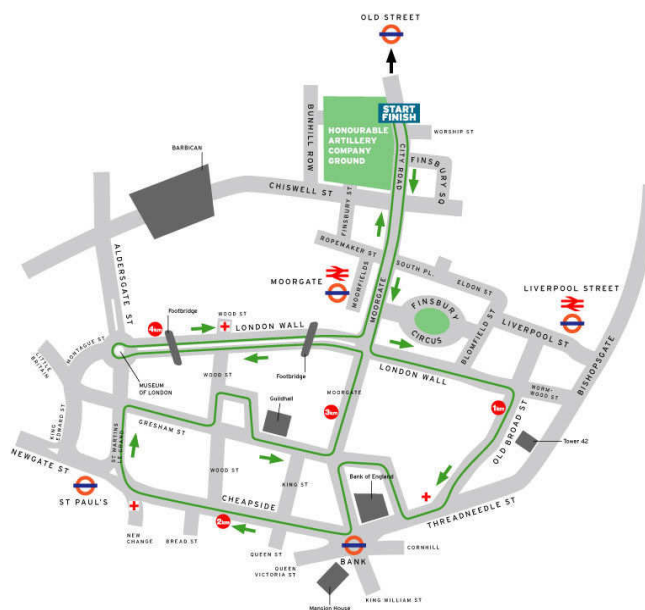
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Race Route Map:





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



About Seeing is Believing (SiB)

Seeing is Believing (SiB) is a major global public-private initiative to help tackle avoidable blindness and is a collaboration between Standard Chartered and the International Agency for Prevention of Blindness (IAPB) (registered charity, No. 1100559) along with its membership body of leading eye-care NGOs.

Started by Standard Chartered staff in 2003 as a way of celebrating the Bank's 150th anniversary, Seeing is Believing has raised over US\$17 million and impacted over 8 million people to date, including over 2.5 million who have benefited from sight restorations. The programme's latest commitment will invest a further US\$20 million by 2014 to provide comprehensive and sustainable eye care services to 20 million people in impoverished urban areas.

For more information, visit www.seeingisbelieving.org.uk