



**Press Release
4th March 2008**

STANDARD CHARTERED GREAT CITY RACE LANDS CORPORATE SPONSORSHIP HOLLIS AWARD FOR GREAT CITY RACE CAMPAIGN

The Standard Chartered Great City Race scooped the Corporate Sponsorship Award at the glittering Hollis Sponsorship Awards at the Grosvenor House Hotel for its third year of sponsoring The Standard Chartered Great City Race.

The creative campaign designed and activated by Capitalize won recognition for its success in raising the company's profile among the key target audience of City workers in and around London, increasing staff engagement and motivation in the Bank's UK workforce, and creating wide ranging media coverage in business, financial and London media. The sponsorship also provided a unique hospitality platform for over 800 VIP clients and staff.

The Standard Chartered Great City Race, which Capitalize activated for the second successive year in 2007, invites UK companies to enter teams ranging between 4-20 staff to take part in a 5km run on a unique course through the Square Mile. The 2007 race attracted a record maximum entry of 6,500 runners representing nearly 400 companies primarily from the financial services sector.

Highlights of the 2007 campaign included the use of former World Champion 110m hurdler Colin Jackson OBE as the 'face for the race' through extensive media interviews, motivational and training advice sessions for Standard Chartered employees in the build-up to the race, and acting as the race starter. Standard Chartered also commissioned a ground-breaking piece of research which highlighted the benefits of team sport in City organisations in terms of improving production and levels of business success, which was validated by the Centre for Workplace Health.

Julie Smith, Head of UK Corporate Affairs for Standard Chartered Bank, said:

"We are absolutely delighted to have won the Corporate Sponsorship award – we began our sponsorship of The Standard Chartered Great City Race in 2005 and the event has become a



key part of our strategy of engaging City workers with the Standard Chartered brand. Our staff are very proud to be associated to the race. Capitalize fully deserves the recognition for this outstanding campaign, which encapsulated the Bank's values and successfully caught the imagination of both employees in the Square Mile and our core target media."

Capitalize's Director of PR & Communications, Alison Forth, commented on the win, saying:

"We are so thrilled to have won this award. The Standard Chartered Great City Race is a truly wonderful project to work on and allows us to have fun and 'get creative' for an event from which all proceeds go to charity. We work with Standard Chartered on every element of the campaign from liaising with the event organiser London Marathon and its co-sponsors and partners, working on fundraising alongside the nominated charity Breakthrough Breast Cancer, creating imaginative PR, activating Standard Chartered's on-site hospitality platform, to evaluating the sponsorship impact for the Bank both internally and externally."

For further information please contact:

The Standard Chartered Great City Race – Press Office

Jonathon Bates: 020 7940 1798 / 020 7940 1700 / jbates@capitalize.co.uk

Daniel Krendel: 020 7940 1733 / 020 7940 1700 / dkrendel@capitalize.co.uk

www.cityrace.co.uk

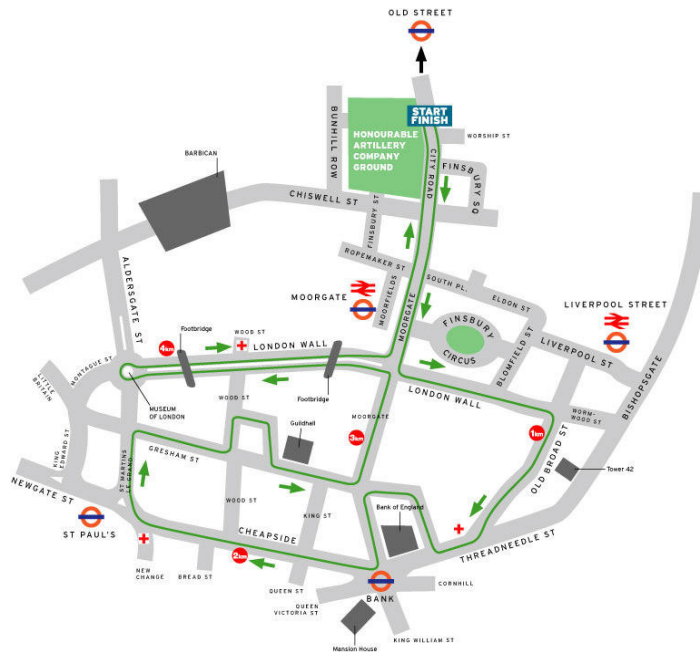
London Marathon Press Office

Nicola Okey: 020 7902 0182 / nicolao@london-marathon.co.uk

Natasha Grainger: 020 7902 0199 / natashag@london-marathon.co.uk



Race Route Map:



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

Standard Chartered PLC, listed on both the London Stock Exchange and the Hong Kong Stock Exchange, ranks among the top 25 companies in the FTSE-100 by market capitalisation. The London-headquartered group has operated for over 150 years in some of the world's most dynamic markets, leading the way in Asia, Africa and the Middle East. Its income and the number of employees have more than doubled over the last five years primarily as a result of organic growth and supplemented by acquisitions.

Standard Chartered aspires to be the best international bank in its markets by being the right partner for its stakeholders and leading by example. The group now employs over 70,000 people, representing some 115 nationalities, in more than 1,600 branches and outlets located in over 70 countries. The bank generates more than 90 per cent of its profits from Asia, Africa and the Middle East, with balanced income derived from both Wholesale and Consumer Banking.

The group 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. For more information, please visit: www.standardchartered.com



American Express Bank Ltd. is the international banking subsidiary of American Express Company. Founded in 1919, it provides services to financial institutions, high net worth individuals and affluent customers through more than 74 locations in 47 countries.

American Express International Deposit Company is based in the Cayman Islands and issues short-term, fixed rate certificates of deposit to AEB customers.



Breakthrough Breast Cancer is delighted to be the beneficiary of this fantastic event and your support is greatly appreciated.

We would like to encourage as many runners as possible to raise additional funds for this worthy cause by raising your own race sponsorship for the charity.

Fundraising is easy as you can create your very own online fundraising page at www.justgiving.com/cityrace or download a fundraising pack at www.cityrace.co.uk/fundraising/

To find out more about fundraising for Breakthrough call 020 7025 2478 or email running@breakthrough.org.uk

www.breakthrough.org.uk

Registered Charity Number 1062636