

press release

Standard Chartered Launches Unique Credit Card Global Promotion

Cardholders to benefit from 15 per cent cashback at all F&B outlets locally and internationally

UAE, 21 December, 2010 – Standard Chartered announced today the launch of a unique credit card promotion which offers the Bank's Credit Card holders a 15 per cent cashback on dining spends at all food and beverage (F&B) outlets not only in the UAE but globally. The promotion comes at an ideal time for customers who will benefit from the highest cashback reward on F&B spending that any bank has to offer during their holidays whether they stay in the UAE or travel abroad. The offer is open to all credit cards issued by Standard Chartered and will continue until the 19th of February, 2011.

Commenting on this latest initiative, **Chris de Bruin, Head of Consumer Banking, Standard Chartered UAE** said:

“We have identified uniquely an untapped market amongst our card users, and today, we are the premier dining credit card issuer which provides unmatched offers and cashback rewards for cardholders who are dining lovers. The success of our previous 15% cashback dining promotion has encouraged us to expand its scope to include any international and local credit card usage at any F&B outlet. This comes as part of our customer focus strategy which enables us to tailor products, services and promotions that match their specific needs and spending behavior.”

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The Bank currently has eight credit cards for both the conventional and the Islamic banking market, each designed for a different market segment and they provide different benefits depending on customers spending habits.

To further strengthen its position as the premier dining credit card issuer in the country, Standard Chartered recently launched the award winning www.uaefoodexplorer.com, which is an online blog enabling dining lovers and food explorers to log their dining experiences and reviews of the various F&B outlets in the UAE. The site introduces the concept of 'exploring new food' and also functions as a guide to the best and most unique restaurants in the UAE.

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Notes to Editors

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

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 20 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. We have produced seven years of record income and profit, primarily as a result of organic growth.

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Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has 1700 branches and outlets located in 70 countries. The extraordinary growth of its markets and businesses creates exciting and challenging international career opportunities.

Leading by example to be the right partner for its stakeholders, 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. It employs around 75,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

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