

**FOR IMMEDIATE RELEASE**

**Standard Chartered introduces  
All-new Standard Chartered Visa Infinite Card**

*The most prestigious Standard Chartered credit card  
For the affluent customers*

**26 May 2008, Hong Kong** – Standard Chartered Bank (Hong Kong) Limited today announced the launch of its most prestigious credit card product, the Standard Chartered Visa Infinite Card. Standard Chartered Visa Infinite Card is exclusive for the affluent customers with high net worth or income. It provides an exciting array of classy experiential privileges for their unique taste and lifestyle. The Card also carries attractive banking privileges to enhance customer's one-bank relationship.

In recent year, the size of affluent segments, with high net worth or income, in Hong Kong is expanding. And they show a significant growth in spending power. The data of credit card usage from Standard Chartered illustrates that the affluent segments spend at least 5 times more than normal platinum cardholders. They urge for a better and higher standard of living. Compared with common credit cardholders, affluent customers spend 8 times higher on health and beauty category, 20 times and 9 times higher on insurance and travel categories respectively. Moreover, the spending on fine dining, private and golf clubs by affluent customers has grown over 100 per cent for the past 4 years.

To cope with the market trend and spending behavior of affluent segments, Standard Chartered proudly introduces Standard Chartered Visa Infinite Card which is the top tier card product in its card family and it is exclusive for our affluent segment and will be distributed by invitation only. Ms Mary Lo, General Manager, Credit Cards and Personal Loans, Standard Chartered Bank (Hong Kong) Limited, proudly present this newly launched Credit Card and said, 'Standard Chartered Visa Infinite Card has given a redefinition of the most prestigious credit card service, it must become a symbol of prestige and superior spending power in our city.'

Standard Chartered Visa Infinite Card's exclusive travel privileges are beyond imagination. A range of unique travel and lifestyle packages each with unparalleled experiences is ready for cardholders to discover. Waiting for

aboard will become an enjoyable moment because over 500 airport lounges worldwide are reserved for access with the Priority Pass card that comes along with Standard Chartered Visa Infinite Card. Also, up to HK\$7,800,000 travel accident coverage is granted to all cardholders.

Concerning the wellness for the affluent customers, Standard Chartered Visa Infinite cardholders are endowed with a series of unique privileges. Cardholders have free access to 200 renowned golf courses around the world and 14 members-only private clubs in Hong Kong and Asia. To enjoy the delightful moment by participating a global event or tasting a fine dining all around the world, Standard Chartered Visa Infinite Card can arrange every detail at the request of cardholder.

Moreover, we believe shopping with credit card is not just a process of transaction; Standard Chartered Visa Infinite Card comes with an irresistible collection of privileges from over 100 prestigious merchants worldwide. At the same time, every dollar of spending can earn double bonus points, with no cap and no expiry date. All these features are aimed to satisfy the cardholders' desire for healthy and enjoyable lifestyle.

Superior customers deserve superior service. Every Standard Chartered Visa Infinite cardholders will be assigned with professional Customer Service Managers who are dedicated to serve those 24 hours a day, 365 days a year. An array of banking privileges from Priority Banking, mortgage, investment, insurance and other general banking services is especially reserved.

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*Notes to Editor:*

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

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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.

Standard Chartered aspires to be the best international bank in its markets through leading by example to be the right partner for its stakeholders. The group now employs 73,000 people, representing 115 nationalities, in more than 1,700 branches and outlets located in over 70 countries.

For more information, please visit: [www.standardchartered.com](http://www.standardchartered.com)