



FOR IMMEDIATE RELEASE

Standard Chartered My Dream Account Acquired More Than 100,000 Accounts in 3 Years

*Celebrating its 3^d Anniversary with Limited Edition Disney
"it's a small world" Magic Musical Box*

24 July 2008, Hong Kong – The annual promotion campaign of Standard Chartered My Dream Account which offers exclusive premiums featuring Disney Characters has swept the hearts of children and young-at-heart adults in Hong Kong. Since its launch in 2005, the Account has successfully acquired more than 100,000 accounts. This year, to celebrate the opening of the classic attraction, "it's a small world", at Hong Kong Disneyland, Standard Chartered My Dream Account proudly offers Limited Edition Disney "it's a small world" Gifts, Savings Passbook and Chequebook Series. The innovatively designed Magic Musical Box does not only encourage future planning, but also helps people realise dreams with a tune that has long lived in the hearts and mind of all Hong Kong people.

Speaking in the launching ceremony, Owen Belman, Head of Consumer Banking, Standard Chartered Bank (Hong Kong) Limited, said: "Having operated in Hong Kong for 150 years, Standard Chartered has been striving to be the right partner for Hong Kong people. Just like the song, it shares a lot of happy moments with all Hong Kong people. Through the continuous collaboration with the Hong Kong Disneyland, we hope to encourage not only future planning to make dreams come true, but also solicit support for the 'Seeing is Believing' global fund raising programme to build a world that is full of joy and harmony."

"We have always designed the annual premium of My Dream Account with the aim of adding a touch of fun to saving and to inspire customers to realise dreams early. After the successful launch of the money box and giant pirate chess games in the past years, we have come out with the limited edition Disney 'it's a small world' magic musical box this year. We hope customers and their loved ones can save for a brighter future with this joyful tune," said Mrs Pauline Lai, General Manager, Consumer Transaction Banking, Standard Chartered (Hong Kong) Limited.

Starting today till 30 September 2008, customer who successfully opens a My Dream Account will receive limited edition Disney "it's a small world" Gifts including Magic Musical Box and Mini Fan, as well as Savings Passbook and Chequebook Series. Moreover, an additional 0.5% per annum bonus savings interest rate will be offered to customers who open new accounts for their children below 18 years of age. Similar



bonus savings interest rate will also be offered to young-at-heart adults till 31 January 2009 who open a My Dream Account within the promotion period. Customers can also receive up to \$8,500 worth of gift coupon upon deposit of the designated amount of new fund.

“My Dream World” Drawing Competition is organised concurrently with My Dream Account to celebrate the launch. Categorised into Primary and Secondary School sessions, the competition allows children to share their joy and dreams through pictures and bring colours and laughter to our world. Adults will also be able to look at the world once again from a child’s eyes. To share the joy with the visually impaired and realise their hope of seeing the colorful world, Standard Chartered will donate HK\$100 to the “Seeing is Believing” charity programme for every work entered into the competition. Entry form can be downloaded from www.standardchartered.com.hk

With elements unique to Hong Kong Disneyland, the “it’s a small world” attraction will invite Guests to immerse themselves in a world of laughter and joy. The attraction features splendid landmarks from numerous countries and fills with over 450 dolls and toys including the first time ever 38 Disney characters. Together with the 9 different versions of the theme song, it takes Guests into the whimsical world of children, where friendship and mutual understanding cross all boundaries and nationalities. For detailed park information, please visit www.hongkongdisneyland.com.

Standard Chartered has a long established relationship with The Walt Disney Company. Disney brand represents positive values, imaginative, fun entertainment, innovation and laughter. Since the 1970s, Standard Chartered has offered a number of Disney-themed products, including Donald Duck and Mickey Mouse passbooks and piggy banks for young customers.

*** ENDS ***

**For details of the offers for new My Dream Account holders and entry form for “My Dream World” Drawing Competition, please refer to the leaflets.*

Photos of the launching ceremony can be downloaded from the following link:
<http://www.bblyesky.com/bblue2/MDACeremony08.zip>

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Notes to Editor:

Hong Kong

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.

Standard Chartered Bank (Hong Kong) Limited was named the "Employer of Choice" at the prestigious Hong Kong HR Awards 2008, and also named by The Gallup Organisation as a winner of the Gallup Great Workplace Award.

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