

PRESS RELEASE

For Immediate Release

《Standard Chartered Arts in the Park 2008》

Over twenty thousand public joint the first-in-town Mardi Gras parade with 8 giant puppets and 500 youths at Victoria Park

【Hong Kong- 8th November, 2008】 Organized by Hong Kong Youth Arts Foundation and sponsored by Standard Chartered Bank (Hong Kong) Limited, “Standard Chartered Arts in the Park – Mardi Gras 2008” was held today at the Central Lawn, Victoria Park where the entire venue was decorated with giant installations including a 23-foot-tall 3D Gulliver's statue, a luggage-design performance stage, a huge story book of 22 feet wide, a super long sword of 17 feet as well as 8 giant puppets up to 12-foot-tall.

Inspired by international art festivals and carnivals such as London's Notting Hill Carnival, the Rio Carnival and New Orleans' Mardi Gras, the highlight of the event was the first-of-its-kinds thematic parade with eight giant puppets up to 12-foot-tall and 500 youths dressed up in dramatic costumes bringing to life an adaptation of the literary classic “Gulliver’s Travels”. Together with over 20 free art stalls, dance & movement workshops, the “Standard Chartered Arts in the Park” attracted over twenty thousand public to participate at the activities.

Ms Florence Hui, Under Secretary for Home Affairs Bureau, Ms Cynthia Liu, Assistant Director (Performing Arts) of Leisure & Cultural Services Department, Mr. Anthony Lau, Executive Director of Hong Kong Tourism Board and Mr. Ben Hung, Executive

Director and CEO of Standard Chartered Bank (Hong Kong) Limited officiated at the opening ceremony and jointly unveiled a message ***“Promote Arts in Hong Kong Community Together”*** to show their supports to arts development in Hong Kong. As a finale the officiating guests triggered a giant cannon to kick off the first-in-town Mardi Gras parade.

Standard Chartered Hong Kong and Hong Kong Youth Arts Foundation pledge to develop the Standard Chartered Arts in the Park into the next annual biggest arts event for the Hong Kong community as well as one of the highlight tourist events for international tourists. Mr. Ben Hung, Executive Director and CEO of Standard Chartered Bank (Hong Kong) Limited remarked at the opening ceremony, “Standard Chartered has been in Hong Kong for 150 years, we are committed to contribute to the community that we operate in, especially sustainable development program focusing on the areas of Youth, Health, Education and Environment. Standard Chartered Hong Kong Marathon has always been the highest participatory sporting event in Hong Kong, we are committed to develop the “Standard Chartered Arts in the Park Mardi Gras” into another large-scale community arts event in Hong Kong.”

"Standard Chartered Arts in the Park – Mardi Gras 2008", formerly known as "Arts in the Plaza" is an annual arts event, aims to provide various arts activities and performance for public to enjoy and experience the fun of the visual and performing arts. This year, the program expands into a whole day event and takes place at Victoria Park.

Bringing to life the theme that homage to the literary classic ‘Gulliver’s Travels’, 500 students from 20 secondary and primary schools have been working with some of Hong Kong’s artists to create a variety of costumes, flags, head dresses, choreographed dance routines and giant puppets.

The public activities of 《Standard Chartered Arts in the Park – Mardi Gras 2008》 include 20 art stalls for public to make their costumes for joining the parade, together with many free dance and movement workshops, six hours non-stop stage performance by 40 youth groups, and 8 giant puppets and parade costumes display all of which are free for public enjoyment and experience the fun of arts.

What is Mardi Gras?

"**Mardi Gras**" (French for **Fat Tuesday**) is the day before Ash Wednesday. It is the final day of carnival, a three day period preceding the beginning of Lent, meaning the Sunday, Monday, and Tuesday immediately before Ash Wednesday. Mardi Gras, which in some countries is called Carnival, is celebrated internationally throughout the year. It typically involves a public celebration or parade that can combine elements of circus, percussion, dance, puppetry to form a public street party. People often dress up in extravagant costumes, wear masks and carry props during the celebrations.

(End)

Released on behalf of Standard Chartered Bank (Hong Kong) Limited by Blink Events and PR Consultants.

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Notes for Editors:

About the Hong Kong Youth Arts Foundation

The Hong Kong Youth Arts Foundation (www.hkyaf.com) is a charity which provides access to high quality, non-competitive arts experiences for all young people aged 5 to 25. Established in 1993 by Lindsey McAlister OBE, HKYAF organises inclusive and inspirational projects which reach out to young people of all cultures, backgrounds, languages and abilities - creating opportunities for disadvantaged and underprivileged young people. Each year the HKYAF reaches over 800,000 young people through projects, exhibitions and performances.

About Standard Chartered

Standard Chartered PLC, which is 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 for its customers across its markets. The Bank derives more than 90 per cent of its operating income and profits from Asia, Africa and the Middle East, generated from its Wholesale and Consumer Banking businesses. The Group has around 1,750 branches and outlets located in over 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 75,000 people, nearly half of whom are women. The Group's employees are of 115 nationalities, of which 60 are represented among senior management.

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 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