



PRESS RELEASE

For Immediate Release

Standard Chartered Arts in the Park *Mardi Gras* 2009

***40,000 visitors celebrating the world-class Mardi Gras
with 8 giant puppets and 500 youths at Victoria Park***

【Hong Kong - 15th November, 2009】 Organized by Hong Kong Youth Arts Foundation and sponsored by Standard Chartered Bank (Hong Kong) Limited, “**Standard Chartered Arts in the Park Mardi Gras 2009**” came to its finale today attracting over 40,000 visitors in Victoria Park over the weekend for the fun of community arts. Inspired by a variety of celebrations from around the world, the 2-day event was decorated with festive installations including a 21-foot-tall 3D giant birthday cake sculpture, 500 pieces of hand-dyed silk flags and 8 mega puppets up to 15-feet, including the Magician, Elephant, Tree Fairy, Sun God, Eye of Horus, Japanese Princess, Giraffe and Birthday Cake.

The highlight of the event was the large thematic parade held this afternoon where 500 youths wore their hand-made dramatic costumes and accessories together with 8 giant puppets in a Mardi Gras, bringing the event to its finale.

Ms. Florence Hui, Under Secretary for Home Affairs Bureau, Mr. James Tien, Chairman of Hong Kong Tourism Board, Dr. Allan Zeman, Committee Member of the Board of the West Kowloon Cultural District Authority, Mr. Ben Hung, Executive Director and CEO of Standard Chartered Bank (Hong Kong) Limited, Mrs. Bethy Tam, Chief Operating Officer, Standard Chartered Bank (Hong Kong) Limited and Ms. Lindsey McAlister, Founder and Artistic Director of Hong Kong Youth Arts Foundation officiated at the ceremony. Together they unwrapped a gift box filled with colorful balloons to show their support in promoting youth arts development in Hong Kong. The parade kicked off when Mr. Ben Hung put a diamond on the forehead of the

Elephant, the leading giant puppet of the parade which consists of over 500 youths wearing hand-made dramatic costumes and accessories.

Following its tremendous success last year, Standard Chartered Arts in the Park Mardi Gras was extended into a 2-day fiesta this year. Mr. Ben Hung, Executive Director and CEO of Standard Chartered Hong Kong, said, "Standard Chartered is proud to have grown together with Hong Kong for the past 150 years, and is committed to contribute to the community that we operate in. By joining hands with the Hong Kong Youth Arts Foundation, together with the support of the general public, we hope to develop Standard Chartered Arts in the Park into the next biggest community event in Hong Kong alongside the Standard Chartered Hong Kong Marathon."

From Aug to Oct 2009, 500 students from 97 secondary and primary schools had been working with local artists to create a variety of dramatic costumes, headdresses, choreographed dance routines and giant puppets, which were inspired by a variety of celebrations from around the world. At the two-day event in Victoria Park, 500 silk flags made by more than 2,000 students from 45 local schools, together with 8 mega puppets of 12 - 15 feet produced by students and renowned artists were showcased as big art installations at the venue. Throughout the event, more than 60 youth groups performed on stage, while 15 art stalls and dance and movement workshops were opened free-of-charge, allowing the public to enjoy and experience the fun of the visual and performing arts while enjoying the festive atmosphere.

About “Standard Chartered Arts in the Park Mardi Gras”

Standard Chartered is committed to the communities it operates, focusing on the areas of Youth, Health, Education and the Environment. Since 2001, Standard Chartered Hong Kong has sponsored “Arts in the Plaza”, an annual community arts event organised by Hong Kong Youth Arts Foundation. In 2008, “Arts in the Plaza” was renamed as “Standard Chartered Arts in the Park Mardi Gras” and expanded into a full-day event emphasizing youth arts development and public participation. A key element – a thematic parade - was introduced, creating a festive outdoor event that celebrates the vitality and diversity of the Hong Kong community.

(End)

Issued 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