

press release

FOR IMMEDIATE RELEASE

Bon Appétit, Singapore!

吃吧，新加坡！

Singapore's weekly Top 10 listing of favourite dishes

20 January 2010, Singapore – Standard Chartered Bank announced Singapore's national weekly Top 10 Restaurant listing where consumers can expect their favourite dishes to be featured every Thursday, for the next 52 weeks, starting January 2010. Determined by HungryGoWhere[®].com, Singapore's popular and independent food portal, consumers can access this list at www.hungrygowhere.com/top10, as well as selected local newspapers.

Consumers can now turn to this national food list when looking for quality dining choices to satisfy their food cravings. At the same time, food connoisseurs can also influence the listing by recommending and voting for their favourite dishes from any restaurant¹, at the website. With HungryGoWhere[®].com committed and experienced panel of food reviewers, as well as an independent polling system open to all in place, consumers can be assured of the authenticity of popularity of the food and restaurants featured.

¹ Restaurants that accept credit and debit card payments

According to market research², seven out of ten times, consumers are likely to dine at places they are familiar when deciding where to dine. This is because 70 per cent of consumers are not aware of or are able to remember discounts offered at dining outlets and most rely on word-of-mouth before they try new food places.

Said Wong Hoong An, a founding partner of HungryGoWhere[®].com,

“HungryGoWhere[®].com has always been the voice of the food masses in Singapore. While food is a very passionate topic among Singaporeans, there is a lack of well-established national food listings in Singapore. Therefore, we are very excited to be breaking new ground with Standard Chartered Bank to present Singapore’s Top 10 as we unearth the gems of the food and beverage industry in Singapore. We are indeed very encouraged by the buzz the list has created in its initial weeks of launch!”

Dennis Khoo, General Manager, Retail Banking Products, Standard Chartered Bank, Singapore said,

“We are delighted to partner HungryGoWhere[®].com to present Singapore’s Top 10 Restaurants, a national food listing like none other. We believe the listing will go down well with Singaporeans who have an insatiable appetite for quality food. We hope this list will gain popularity and become a vibrant part of the food culture in Singapore. Reinforcing Singaporean’s love affair with food, research has also shown that, dining remains the top spend category among Singaporean card-holders and account for about 12 – 15 per cent of annual total card spend².”

- Ends -

² Research commissioned by Standard Chartered Bank

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Note to Editors:

About Standard Chartered Bank

Standard Chartered in Singapore is part of an international banking group with an extensive network of over 1,600 branches and outlets in more than 70 countries in the Asia Pacific Region, South Asia, the Middle East, Africa, the United Kingdom and the Americas.

Standard Chartered has a history of 150 years in Singapore, opening its first branch here in 1859 and in October 1999 was among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to its businesses in the country.

It serves both Consumer and Wholesale Banking customers. Consumer Banking provides credit cards, personal loans, mortgages, deposit taking and wealth management services to individuals and small to medium sized enterprises. Wholesale Banking provides corporate and institutional clients with services in trade finance, cash management, lending, securities services, foreign exchange, debt capital markets and corporate finance.

The Bank employs over 5,500 people in Singapore and has a network of 18 branches, 27 ATMs, and 6 Priority Banking centres. Standard Chartered is the only international bank to offer NETS service, giving its customers access to EFTPOS at over 17,000 outlets islandwide. The Bank's global businesses - Consumer and Wholesale Banking - are managed out of Singapore, as is its global Technology & Operations function.

Key awards/achievements

- Leading the way through product innovation, for example, MortgageOne, e\$aver, CashOne, Business Instalment Loan, Business\$aver, FamilyLink & LinkOne.
- First Singapore \$100 million Fixed Rate Note bond offering by The Central American Bank for Economic Integration, a Latin American issuer
- Launched first Singapore Dollar Islamic Deposit for the Islamic Development Bank of Brunei
- Xtra\$aver named "Best Deposit Product in Asia Pacific and Gulf States" (Asian Banker Journal - 2007)
- Best Loan House in Singapore (IFR Asia Awards - 2006)

- Best Structured Product Deal – for START CLO (Finance Asia Achievement Awards - 2006)
- Singapore Deal of the Year – START CLO III US\$1.5 billion (The Banker, Deals of the Year – 2007)
- Best Debt House in Singapore (The Asset Triple A Awards - 2003, 2005, 2007, 2008)
- Best Trade Finance Bank in Singapore (Global Finance – 2006, 2007, 2008, 2009)
- Top rated Major Markets Agent Bank in Singapore (Global Custodian - 2006)
- Best Trade Finance Bank in Singapore (Trade Finance Awards – 2008)
- Retail Bank of the Year (Asian Banking and Finance - 2007, 2008)
- Best credit card initiative - Platinum Access (Asian Banking and Finance – 2007)
- Best branch initiative - Vivo City branch (Asian Banking and Finance – 2007, 2008)
- Best self-service Initiative - Online banking (Asian Banking and Finance – 2008)
- Best core banking system initiative - Virtual banking relationship centre (Asian Banking and Finance -2008)
- Best Bank in Singapore (The Asset Triple A Country Awards – 2009)
- Best Corporate and Employee Citizenship Award (HRM 2009)
- Leader in HR practices (Singapore HR Awards 2009)
 - *Learning and Human Capital Development*
 - *Talent Management, Retention and Succession Planning*
 - *Corporate Social Responsibility*
 - *Performance Management (Special Mention)*
 - *Regional/International/Global HR practices (Special Mention)*

About HungryGoWhere®.com

HungryGoWhere®.com is one of Singapore's most popular and fastest growing food website, containing a comprehensive search of more than 5,000 F&B outlets along with more than 17,000 reviews from the public. Launched in March 2007, HungryGoWhere®.com is now the No.1 food website in Singapore, with more than 400,000 unique visitors using HungryGoWhere®.com every month to look for food and generating more than 3 million page views. In 2009, HungryGoWhere®.com was listed as the National Food Website by TODAY newspaper.

HungryGoWhere®.com has also expanded overseas to Hong Kong, Kuala Lumpur, Sydney and Melbourne, and will be launching in more cities in the coming months.