



NEWS RELEASE

For immediate release

YABHG DATIN PADUKA SERI ROSMAH MANSOR SUPPORTS STANDARD CHARTERED KL MARATHON CHARITY INITIATIVE

'Run For A Cause' to Benefit Five Charity Organisations

Kuala Lumpur, March 18, 2009 - YABhg Datin Paduka Seri Rosmah Mansor today launched "Run For A Cause", a charity initiative by Standard Chartered KL Marathon 2009.

"Run For A Cause" is a new initiative in Malaysia that will provide Malaysians with the opportunity to do their bit for charity whilst participating in a marathon. Runners who take part will have the option of contributing to any of five significant charities. According to Hemant Dua, Director Octagon SEA & India, "Malaysians are known to be kind and generous and helping others is deep-rooted in their culture. We sincerely hope "Run For A Cause" will exemplify this deep-rooted culture by raising thousands of dollars for the chosen charity partners."

The five official Standard Chartered KL Marathon 2009 charities are:

- *Standard Chartered Trust Fund,*
- *Shelter Home for Children* which provides care for the young who have been abandoned, neglected, orphaned or abused,
- *Development of Human Resources for Rural Areas, Malaysia (DHRRA)* which seeks to develop a strong rural and self-reliant community through poverty alleviation and people's empowerment initiatives,
- *National Autism Society of Malaysia (NASOM)* which is dedicated to offering life-long services for people with autism and
- *Malaysian Nature Society* which ensures that Malaysia's natural national heritage is protected.

So how can you run and contribute? As a "Run For A Cause" runner, you can participate in the Marathon and raise funds for any of the five chosen charities. Registration fees will be

waived in recognition of your commitment and efforts. The catch is -- you are encouraged to raise at least RM500 by June 1 to confirm yourself as a charity runner. To help you raise these funds, you will also be able to customise an on-line donation profile to attract online pledges from just about anyone with a credit card.

To qualify for "Run For A Cause", runners have to be Malaysian citizens aged 14 and above and be among the first 500 applicants to register between March 19 and May 20 2009. You can run in any or all of the categories except the Kid's Dash category.

The Standard Chartered KL Marathon 2009 is organised by Octagon, with Standard Chartered Bank as the Title Sponsor and MSIG Insurance Solutions as a Gold Sponsor. The Marathon is endorsed by the Youth and Sports Ministry, the National Fitness Council and the Kuala Lumpur City Hall, and sanctioned by the Malaysia Amateur Athletic Union (MAAU), International Association of Athletics Federations (IAAF), and the Association of International Marathons and Distance Races (AIMS).

For more information or to sign up for "Run For A Cause", log on to www.kl-marathon.com

~ The End ~

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

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Standard Chartered employs more than 5,000 employees in all its Malaysian operations.

Octagon

At Octagon, sports and entertainment are our passions. And it's been that way for nearly five decades. From a foundation in athlete representation dating to the 1960s to the emerging as one of the first agencies of its kind to offer strategic consulting, Octagon has been a thought leader and agent for change in sports and entertainment content marketing. Octagon globally has over 900 employees in 18 countries and works with more than 500 of the world's top companies and organizations. Worldwide, Octagon manages more than 5,200 events, over 800 athletes and celebrities and \$3 billion of investment in activation of sponsorships, ranging from entitlements of major properties to grassroots events.

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