



# press release

FOR IMMEDIATE RELEASE

## **SEVEN MALAYSIAN KIDS GET THE OPPORTUNITY TO BE PLAYER ESCORTS AT THE UEFA CHAMPIONS LEAGUE 2009/2010**

**6 October 2009, Kuala Lumpur** – Seven children or “Little Champions” from Malaysia will live their dreams of marching onto the football pitch, hand-in-hand with some of the world’s top players at the upcoming UEFA Champions League – the most important tournament in European club football.

MasterCard, official sponsor of the UEFA Champions League, in association with Standard Chartered, is offering each of the seven children the ‘priceless’ experience of being part of the march-in entourage for one among several selected matches at the UEFA Champions League 2009/2010.

The “Little Champions” from Malaysia will join 38 others from Singapore, Hong Kong, Korea, Indonesia and United Arab Emirates - all aged between seven and nine - to be the first in Asia and the Middle East to escort world-class football players at the UEFA Champions League matches.

To participate in the campaign, Standard Chartered MasterCard credit card holders need to register at [www.standardchartered.com.my/littlechampions](http://www.standardchartered.com.my/littlechampions) from 1 to 31 October 2009 (inclusive) and charge a minimum of RM1,000 in the same month to their Standard Chartered MasterCard credit card. For all cardholders who have spent more than RM1,000 in October, the top five with the highest number of transactions within the campaign period will win this once-in-a-lifetime opportunity.

The campaign will be held in two phases to select seven children in total from Malaysia. This kicks off with five children who will win a trip to the United Kingdom to participate as “Little Champions” at the fifth group stage match between Manchester United FC and Besiktas JK, which will be held on 25 November 2009. Airfares will be courtesy of Standard Chartered Bank, and hotel stay and the UEFA Champions League tickets for both the child and accompanying adult will be courtesy of MasterCard.

Subsequently, two children from Malaysia will be selected for the knockout round that will be held in March 2010.

Tiew Siew Chuen, Country Head of Consumer Banking, Standard Chartered Bank Malaysia Berhad, said:

“Supporting the MasterCard UEFA Champion League is an exciting venture for Standard Chartered and most importantly our customers. In our efforts to deepen customer relationships, we strive to bring the best experience. UEFA Champions League is an unmatched sporting event that is watched and celebrated by millions across the world. We are happy to give our customers in Malaysia a unique opportunity to be at the heart of the match, cheered by all football fans in Malaysia and watched by audiences across the world.”

Jim Cheah, Vice President & Senior Country Manager Malaysia & Brunei said,

“The UEFA Champions League is one of the most prestigious club trophies in European football, and is followed by both young and old soccer fans in the region. This joint program with Standard Chartered demonstrates our shared commitment to providing our cardholders with priceless experiences. Soccer is a great sport that teaches the young about team-work and sportsmanship. As a proud supporter of soccer and sponsor of the UEFA Champions League, we look forward to offering these children an unforgettable experience.”

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## **Note to Editors:**

### **Standard Chartered in Malaysia**

Standard Chartered Bank, a member of the Standard Chartered Group was established in Malaysia in 1875 and incorporated as Standard Chartered Bank Malaysia Berhad on 29 February 1984. As Malaysia's first bank, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. The Bank's two businesses - Wholesale and Consumer Banking – provides a comprehensive range of financial products and services to corporates, institutions, small and medium-sized enterprises (SMEs) and individuals through its network of more than 30 branches across Malaysia.

In 2001, Standard Chartered UK established its third global shared service centre (GSSC) in Malaysia. The GSSC was registered as Scope International providing software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries – the first international bank to do so in Malaysia. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM).

Price Solutions Sdn Bhd, a wholly owned subsidiary of Standard Chartered Bank UK is also located in Malaysia. The company promotes and markets Standard Chartered's financial products in Malaysia through a network of direct sales agents.

Standard Chartered Saadiq Berhad, Standard Chartered Bank Malaysia Berhad's Islamic Banking subsidiary was established in November 2008. It offers a full suite of Shariah-compliant products and services to individuals and corporates through its inaugural Saadiq financial centre (branch) located in Taman Tun Dr Ismail, Kuala Lumpur.

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

### **About MasterCard Worldwide**

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to [www.mastercard.com](http://www.mastercard.com)