

## **MOST ANTICIPATED MARATHON IN MALAYSIA RETURNS FOR THIRD CONSECUTIVE YEAR**

**Kuala Lumpur, 14 February 2011** - Today the launch of the Standard Chartered Kuala Lumpur Marathon 2011 was officially announced. The marathon, which will be held on 26 June 2011, is the largest marathon held in the country, with participants from more than 45 countries around the world.

Officiated by the Minister of Youth And Sports Malaysia, Yang Berhormat Dato' Sri Ahmad Shabery Cheek, the event featured remarks by the marathon's title sponsor, Osman Morad, Managing Director & CEO, Standard Chartered Bank Malaysia Bhd, and co-organiser, Rainer Biemans, Project Director Golazo Sdn. Bhd.

Minister of Youth And Sports Malaysia, Yang Berhormat Dato' Sri Ahmad Shabery Cheek said, "The Standard Chartered KL Marathon plays a major role in the Ministry of Youth and Sports' goals to encourage a healthy lifestyle for Malaysians of all ages, backgrounds and fitness levels. Running is an activity that can be enjoyed by everyone – which underscores our mission to develop a society that adopts a sports culture towards our nation's unity and development. We hope that many more corporations will support this goal and stage more world-class sporting events like the Standard Chartered KL Marathon."

Osman Morad, CEO and Managing Director of Standard Chartered Bank Malaysia Berhad, as the title sponsor added, "The spirit of marathons embody many shared values with the Bank's brand philosophy – going the distance, persevering for excellence, a positive 'can-do' attitude, creativity and passion. We are encouraged by the enthusiasm Malaysian and international runners show towards the marathon, and we look forward to be running alongside them this year together with the staff of Standard Chartered and their families."

Rainer Biemans, Project Director Golazo Sdn. Bhd., co-organiser of the Standard Chartered KL Marathon 2011 together with Dewan Bandaraya Kuala Lumpur (DBKL) noted, "We're pleased that the marathon event continues to grow each year. The marathon is still young but it has shown encouraging progress. From the first year of 13,500 runners, this year the

Standard Chartered KL Marathon 2011 aims to host more than 25,000 runners, which continues to comprise both local and international runners.”

From a modest beginning two years ago, the Standard Chartered KL Marathon has now become a powerful platform giving thousands of people a reason to feel extraordinary. What began as a simple tour with only 800 full marathon runners has increased by almost 220% to 1,900 full marathoners in 2010. The evolution of the Marathon’s taglines – from the first year’s “Run Your Race” to last year’s “Run As One” to this year’s “Run With Us” – underscores the inclusive and unifying spirit of the race.

The prize package offered for the marathon is the highest amongst all marathons in Malaysia, with a total prize money of USD100,000. The marathon is open to the general public and participants can opt to participate in five categories – Individuals, Kids Dash, Corporate Challenge and Run for a Cause, where participants will also be able to contribute charitably to society while participating in the run.

Participants will also be able to participate in pre-race activities carried out over the months leading up to the race. These include running clinics where participants will be able to gain marathon tips from elite runners, coaches and other specialists.

Also attending the launch event was co-organiser Dato’ Muhammad Sidek bin Khalid, Director of Culture, Arts, Tourism and Sports of DBKL and leaders from the Standard Chartered KL Marathon’s sanctioning and supporting bodies – Datuk Seri Dr Shahidan Kassim, President Malaysia Amateur Athletics Union (MAAU), Tan Sri Mohd Amin Osman, President Federal Territory Amateur Athletic Association (FTAAA), as well as KL Traffic Police Chief, ACP Tuan Rusli Mohd Noor, and Ian Barrow, General Manager of Doubletree By Hilton, Kuala Lumpur the 5-star hotel sponsor.

More information about the Standard Chartered KL Marathon 2011 can be obtained by logging on to [www.kl-marathon.com](http://www.kl-marathon.com).

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#### **About the Standard Chartered KL Marathon 2011**

Back for the third time, the Standard Chartered KL Marathon is scheduled to take place this year on 26 June 2011. This year, the marathon aims to grow to 25,000 total participants, ranging from elite professionals to first-time amateurs. A truly international event, the Standard Chartered KL Marathon boasts participants from all over Malaysia and 45 countries.

The Standard Chartered KL Marathon 2011 continues as Malaysia's flagship running event with top runners competing for a total of USD 100,000 prize money in full marathon, half marathon, 10km, 5km and kids dash (3km & 950m) categories.

### **About the Event Organisers**

This event is organised by Golazo Sdn Bhd and Kuala Lumpur City Hall (DBKL). It is sanctioned and supported by the relevant international and local sporting authorities – the Ministry of Youth and Sports (KBS), Malaysia Amateur Athletics Union (MAAU), Federal Territory Amateur Athletic Association (FTAAA), International Amateur Athletic Federation (IAAF), Association of International Marathons and Distance Races (AIMS), and National Fitness Council (NFC). The race is also fully supported by the title sponsor, Standard Chartered Bank (Malaysia) Berhad.

### **About Standard Chartered Bank**

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

Standard Chartered PLC, listed on both London and Hong Kong stock exchanges, ranks among the top 20 companies in the FTSE-100 by market capitalization. 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. We have produced seven years of record income and profit, primarily as a result of organic growth.

Standard Chartered aspires to be the best international bank for its customers across its markets. The Group earns around 90 per cent of its income and profits in Asia, Africa and the Middle East, from its Wholesale and Consumer Banking businesses. The Group has 1700 branches and outlets located in 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 around 75,000 people, nearly half of whom are women. The Group's employees are of 125 nationalities, of which about 70 are represented in the senior management.

For more information on Standard Chartered, please visit [www.standardchartered.com](http://www.standardchartered.com)

#### **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 second global technology & operations centre, Scope International, in Malaysia – the first international bank to do so in the country. Scope International provides software development, banking operations, IT support services and customer service capabilities to the Bank in up to 70 countries. It now houses the biggest software development company in the country, International Software Centre Malaysia (ISCM) and has a total workforce of more than 3,000 people.

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 as well as in Bangsar, Ampang Point, Shah Alam, Klang and Johor Bahru.

Standard Chartered employs approximately 6,000 employees in all its Malaysian operations.

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**For Press Enquiries**

**Golazo Sdn Bhd**

Rainer Biemans

Email: [rainer.biemans@kl-marathon.com](mailto:rainer.biemans@kl-marathon.com)

Phone: +603 4021 2672

**Essence Communications Sdn Bhd**

Katheryn Cofone

Email: [katheryn@my-essence.com](mailto:katheryn@my-essence.com)

Phone: +603 7493 5588