



# press release

**FOR IMMEDIATE RELEASE**

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## **Launch of Liverpool FC Shirt Sponsored by Standard Chartered**

*Standard Chartered Bank First New Liverpool FC Shirt Sponsor for 18 Years*

**JAKARTA, 6<sup>th</sup> May 2010** – Standard Chartered Indonesia today unveiled the new Standard Chartered branded 2010 season Liverpool FC home shirt before members of the “Big Reds” Liverpool Fans Club and assembled media in Jakarta, to mark the official launch of the shirt globally. In the ceremony, Tom Aaker, CEO designate Standard Chartered Bank Indonesia gave the first new Liverpool FC home shirt in Indonesia to Andhika Suksmana, President of the “Big Reds”.

Indonesia will be one of the first countries in which the shirts can be purchased later this month, in the lead up to Standard Chartered’s official commencement as the main sponsor of Liverpool FC for the next four years from 1<sup>st</sup> July, 2010. The new shirt will ensure Standard Chartered’s logo and trust mark will be highly visible around the world as the English Premier League season gets under way later in the year and will be a key component of the Bank’s international brand build-out through 2010, in conjunction with the recently launched ‘Here for good’ brand campaign.

**Peter Sands**, Group Chief Executive of Standard Chartered PLC, said:

*“2010 will see a step-change in Standard Chartered’s brand visibility and recognition. Liverpool FC is one of the world’s most famous football clubs, with a huge fan base across Asia as well as the rest of the world. With our name and logo displayed prominently on the new Liverpool FC shirt, we expect this deal to play a major role in building our brand awareness.”*

Meanwhile, **Tom Aaker**, CEO designate of Standard Chartered Bank Indonesia, added:

*“Liverpool is the most popular English Premier League team in Indonesia and one of the most high profile teams with 130 million fans globally. This sponsorship is a good fit for both organisations. Standard Chartered and Liverpool FC are two hugely successful organisations with a rich and deep tradition in their respective fields. Liverpool FC has won more major trophies than any other English team and Standard Chartered Bank has reported record profits for seven consecutive years. Both organisations have over 100 years of history and have a firm commitment to their respective communities. Sustainability is at the core of doing business for Standard Chartered and Liverpool FC has an increasingly international programme of community engagement.”*

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**Notes to Editor:**

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

Standard Chartered PLC is a leading international bank, listed on the London and Hong Kong stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns around 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for its 75,000 staff. It 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. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

As one of the oldest banks in Indonesia, Standard Chartered Bank has 148 years of operations dating back to 1863. With 14 branch offices in six major cities in Indonesia including Jakarta, Bandung, Semarang, Surabaya, Denpasar and Medan and a network of over 17,000 shared ATMs, making the Bank as one of the international bank with widest geographical footprints in Indonesia. Standard Chartered also invested majority shares in Permata Bank and has acquired American Express Bank.

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

**Liverpool Football Club**

Liverpool FC is one of the world's most famous football clubs. Founded in 1892, Liverpool is England's most successful club, winning a record 18 League Titles, seven FA Cups, seven League Cups, five European Cups and the UEFA Cup on three occasions. Liverpool can also lay claim to 15 Charity Shield wins and three European Super Cup successes.

The unprecedented success of the modern era began under legendary manager Bill Shankly and has continued through to the famous Champions League win in Istanbul when Rafael Benitez led his side to victory in May 2005, a game widely acknowledged as one of the greatest in footballing history.

Liverpool's passionate supporters, centred around the world famous Kop, also saw further success in the 2006 FA Cup and a second appearance in three years in the Champions League final 12 months later in Athens.

The Club continues to grow and is committed to the construction of a new 60,000 seat LFC Stadium. Liverpool FC has already invested significant sums in the restoration of nearby Stanley Park, the Isla Gladstone Conservatory and other regeneration initiatives in the Anfield area. Its outstanding work in the local community has recently been recognised by the award of the national CommunityMark accolade.

For more information on Liverpool Football club please visit [www.liverpoolfc.tv](http://www.liverpoolfc.tv).