



FOR IMMEDIATE RELEASE

OCBC Cycle Singapore to Return in March Next Year – Event to Take Place over Two Days

14 October, 2009, Singapore – Spectrum Worldwide and OCBC Bank announced today that the second annual OCBC Cycle Singapore will take place on Saturday, 6 March and Sunday, 7 March 2010. The event is scheduled over two days in anticipation of an even better response; 6 March 2010 will be devoted to the children's rides while adult riders will have their day on 7 March 2010.

The inaugural event, which was held in February this year, saw more than 5,300 riders of every level take to the roads which were specially closed for the occasion. In 2010, OCBC Cycle Singapore will kick off on Saturday afternoon with the Mighty Savers™ Kids Ride and the new Tricycle Ride for two to five year olds.

The mass participation cycling experience of the year will see the return of OCBC Bank as title sponsor. Supported by the Singapore Sports Council (SSC), the event seeks to encourage an active and healthy lifestyle across all gender, age and fitness levels. In addition, next year's 50km Super Challenge will follow the same course as that of the Youth Olympic Games (YOG) road race.

OCBC Cycle Singapore 2010 also recognises the need to give back to the community and has chosen the National Cancer Centre Research Foundation (NCCRF) as the Event's chosen charity. Through on the ground events leading up to the event, and on event day, OCBC Cycle Singapore hopes to raise awareness

and funds for cancer research. Similarly, for OCBC Bank's adopted charity, the Singapore Children's Society (SCS), participants can create their own fundraising page for SCS on www.ocbc.cyclesingapore.com.sg and encourage their family, friends and colleagues to support their charitable cause by donating online.

Chris Robb, Managing Director of Event Owner and Organiser, Spectrum Worldwide, said, "It is great to see cycling taking off like it has over the last few years. With the two-day event, the launch of the new range of merchandise and by raising awareness for cancer and cancer research – I have no doubt that the 2010 OCBC Cycle Singapore will be another resounding success. With OCBC Bank re-affirming their title sponsorship and the support of existing and new partners, we are well on our way to this becoming a marquee event on the annual Singapore Sports Calendar."

Robb added, "Spectrum Worldwide is delighted to also welcome back our title sponsor, OCBC Bank, our official radio station, 91.3FM, our official isotonic drink, 100 plus, our official cycle wear partner, F2P and to welcome Banana Boat, Conrad Centennial Singapore, KLM Dutch Airlines, Polygon, Schick and Shimano as event partners for 2010."

David Conner, Chief Executive Officer of OCBC Bank said, "We decided to support the inaugural OCBC Cycle Singapore as the title sponsor in 2008, before the onset of the global financial crisis. Sponsoring the event was part of our ongoing effort to give something back to the community in which we prosper. On hindsight, given the success of the event, we are pleased that we followed through with our commitment despite the difficult economic conditions that ensued."

"On 22 February 2009, the first OCBC Cycle Singapore was held on public roads in Singapore. More than 5,300 riders took part in the various segments, and we received strong feedback from many of the participants, leading us to conclude that this is something we want to continue to sponsor. We learned a lot from the event this year, and coupled with the invaluable ideas that many participants have given us, we are working closely with Spectrum and the Sports Council to deliver a bigger

and better OCBC Cycle Singapore 2010. I certainly look forward to riding with many more cyclists on Singapore's public roads at this event," he added.

In line with OCBC Bank's family banking services, a new category has been added to OCBC Cycle Singapore. The Tricycle Ride which spans a distance of 100 meters and gives younger children from two (2) to five (5) years old a chance to participate, truly making OCBC Cycle Singapore an event for the entire family. The other distance categories remain unchanged. The Mighty Savers™ Kids Ride – 5km is open to children from six (6) to 12 years old while beginner and intermediate cyclists (ten years and older) can sign up for The Community Ride – 20km. The Challenge – 40km is open to more experienced riders aged 16 years and above and The Super Challenge – 50km is for serious amateur riders who will be subject to qualification.

The new 10km circuit of The Super Challenge takes in key city landmarks including Esplanade Drive, Shenton Way, St Andrews Road, Connaught Drive, Sheares Bridge and East Coast Park.

The Criteriums are competitive and more intense races with a limited number of places available for serious and professional cyclists to compete in. There will be three categories, namely the Men's Open, Ladies' Open & Masters' and Professional. The Professional category is reserved for cycling professionals and is by invitation only. More details on the participating professional cyclists will be announced in the coming months.

Kelven Tan, Chief of Sports Marketing Group, Singapore Sports Council, commented, "The success of OCBC Cycle Singapore has been a great boost to the local cycling scene, while the resounding take-up rate of the inaugural event can only demonstrate the passion and enthusiasm that Singaporeans already have for the sport. We look forward to this cycling extravaganza continuing to make its mark on the local sporting calendar for non-competitive participants, as well as amateurs and professionals."

For the first time, OCBC Cycle Singapore limited edition bicycles, thanks to the support of new partners Shimano and Polygon, and other types of OCBC Cycle Singapore branded merchandise, including biking shorts, gloves and event jerseys (different from participant jerseys) will be available for purchase online at www.ocbc.cyclesingapore.com.sg.

Once again, participants and supporters will be treated to the OCBC Cycle Singapore Cycling and Lifestyle Village, which will be held from March 5, when participants start collecting their cycle packs and will continue through event day.

Registration for OCBC Cycle Singapore begins today and fees start from \$20. Interested parties can go to www.ocbc.cyclesingapore.com.sg for more information.

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About Spectrum Worldwide

Spectrum Worldwide is a leading event management and experiential marketing company operating in the Asia Pacific. For more than 16 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life its clients' brand positioning but also create opportunities to showcase values in a memorable and compelling way. Through long-standing partnerships with blue chip companies throughout the region, Spectrum Worldwide consistently delivers iconic events in Asia including the annual JPMorgan Corporate Challenge, City Chase (Hong Kong and Singapore), and OCBC Cycle Singapore. In 2009, Spectrum Worldwide will deliver all operational aspects of the Standard Chartered Singapore Marathon, an event that involves over 50,000 participants. For more information, go to: www.spectrumworldwide.com.sg

About OCBC Bank

OCBC Bank is Singapore's longest established local bank. It has assets of S\$183 billion and a network of more than 480 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than

360 branches and offices in Indonesia operated by OCBC Bank's subsidiary, Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.

About Singapore Sports Council

The Singapore Sports Council (SSC) is Singapore's lead agency tasked with developing sports in Singapore. Our vision is to create a Sporting Singapore where Sports is a way of life. SSC aims to develop sports champions and create enjoyable sporting experiences for Singapore through the three strategic thrusts of cultivating a sporting culture, achieving sports excellence and creating a vibrant sports industry. Formed on 1 October 1973, SSC is a statutory board under the umbrella of the Ministry of Community Development, Youth and Sports. Please visit the SSC website at www.ssc.gov.sg for more information.

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