

FOR IMMEDIATE RELEASE

OCBC Cycle Singapore to Return in March Next Year

Professional Night Race a Thrilling Addition, Exciting New Course for The Nissan Challenge (40km) and The Super Challenge (60km)

12 October, 2010, Singapore – Spectrum Worldwide and OCBC Bank announced today that the third annual OCBC Cycle Singapore will take place from 4 to 6 March, 2011, and will feature a professional night race for the first time.

The OCBC Cycle Singapore Professional Criterium 2011 will take place not only under floodlights, but also in cooler temperatures, along a new 1.7km route around the F1 Pit Building, allowing spectators to get closer to the action. It will be one of the first televised night cycling races to be staged in the Asia Pacific, and will feature an exciting line up of 65 top professionals from around the world including members of the OCBC Cycling Team.

To encourage more spectators to support the Criterium races, featuring professional cyclists, and to add a festive mood to the entire event, OCBC Cycle Singapore 2011 will host, for the first time, a live music festival. The Rock and Ride Festival presented by OCBC Cards will be held from 4 to 5 March 2011, and will feature local musicians and bands.

Exciting developments also await other categories of riders in this mass participation cycling festival, as 20-25% of the route for The Nissan Challenge (40km) and The Super Challenge (60km) are totally new, and give riders the opportunity to cycle on a more scenic route through the city. Similarly, the previous 50km distance set for The Super Challenge will be extended to 60km in response to participants' request for a longer cycling experience on closed roads. Cyclists looking for a less strenuous workout will continue to be served by the Community Ride (20km).

Event Goals

Returning title sponsor, OCBC Bank, has committed to continuing support for two years, through 2012. In addition, for the first time, Tan Chong Motors will sponsor the popular 40km ride, which has been renamed The Nissan Challenge. OCBC Cycle Singapore is also supported by the Singapore Sports Council (SSC) and the Singapore Amateur Cycling Association (SACA). The key message of encouraging an active and healthy lifestyle across all ages and fitness levels through cycling remains important to all partners involved.

OCBC Cycle Singapore 2011, as in previous years, recognises the need to give back to the community. The National Cancer Centre Research Foundation (NCCRF) and the Singapore Children's Society (SCS) are again the chosen charities, and the organisers hope to double the amount of funds raised in 2010 to \$100,000.

Mr Chris Robb, Managing Director of Event Owner and Organiser, Spectrum Worldwide, said, "OCBC Cycle Singapore 2010 saw well over 9,000 people ride along public roads in Singapore and with the exciting new developments around next year's event, we're expecting a significant increase in participant numbers in 2011."

Robb added, "With the exciting addition of the night time Professional Criterium, as well as the new routes for The Nissan Challenge (40km) and The Super Challenge (60km), there is no doubt that 2011 will see the best OCBC Cycle Singapore event yet. As the event is growing in popularity throughout the region, and we had a large cross-section of nationalities represented last year, we are continuing to explore ways that we can further promote the event regionally and enhance its status as the most popular ride in the region. Similarly, a greater emphasis has also been placed on the off-road event activities for 2011 and the music festival is set to add another fantastic dimension for both participants and spectators."

Mr David Conner, Chief Executive Officer of OCBC Bank said, "Cycling is increasing in popularity in Singapore as evidenced by the large and growing number of participants for the last two years' events. We continue to see positive expectations for this eco-friendly and healthy sport, and are pleased to extend our sponsorship for OCBC Cycle Singapore into 2012."

“OCBC Cycle Singapore has quickly become one of the most popular features in the Singapore sporting landscape, and it attracts cyclists from across the globe,” said Mr. Oon Jin Teik, Chief Executive Officer of Singapore Sports Council. “I am delighted with Spectrum Worldwide’s innovations to the 2012 version. The night race for professional cyclists and the wide range of fringe activities will open the door for more people to discover the joy of cycling in Singapore. And, this is in line with the SSC’s *Let’s Play* movement that promotes playing sports for fun. So, I encourage all Singaporeans to get riding and have some fun with OCBC Cycle Singapore.”

Three-day Fiesta

The Rock and Ride Festival presented by OCBC Cards along with the collection of cycle packs for the various events takes place on Friday, 4 March 2010 and Saturday, 5 March 2010.

Cycling gets underway in earnest on Saturday, 5 March, 2011. One highlight is the Criteriums, which are competitive and more intense races with limited places available only for serious cyclists. The day will begin with the Masters’ and Women’s Criteriums, followed by the Open Criterium. Children will star in the Tricycle Ride and Mighty Savers™ Kids Ride (5km). Finally, at 8pm, some of the world’s top cyclists will take their places under the lights and on the starting line, for the Professional Criterium, open by invitation only to some of the world’s top cycling pros.

Sunday, 6 March 2011, will see the staging of The Super Challenge (60km), followed by The Nissan Challenge (40km). The popular Community Ride (20km) is also scheduled for that day, as is the Cycle of Hope, a 4km ride around the Central Business District for cancer survivors and supporters.

The Tricycle Ride spans a distance of 100 metres and gives younger children from two (2) to five (5) years old a chance to participate, making OCBC Cycle Singapore an event for the entire family. 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. The Nissan Challenge

(40km) is open to more experienced riders aged 16 years and above and The Super Challenge (60km) is for serious amateur riders who will be subject to qualification.

More details on participants in the Professional Criterium will be announced in the coming months.

OCBC Cycle Singapore limited edition bicycles, and other OCBC Cycle Singapore branded merchandise, including biking shorts, gloves and event jerseys (different from participant jerseys) are now available for purchase online at www.ocbc.cyclesingapore.com.sg.

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.

-END-

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 OCBC Cycle Singapore, JPMorgan Corporate Challenge, and City Chase (Hong Kong and Singapore). In 2009, Spectrum Worldwide delivered all operational aspects of the Standard Chartered Singapore Marathon, an event that involved over 50,000 participants. For more information, go to: www.spectrumworldwide.com.sg

About OCBC Bank

OCBC Bank, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated banks, with a long term credit rating of Aa1 from Moody's. OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate,

investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of more than 500 branches and representative offices in 15 countries and territories, including 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

For more information, please visit www.ocbc.com

NISSAN distributed by Tan Chong Motor Sales Pte Ltd

Nissan's mission is to enrich people's lives by providing unique and innovative automotive products and services that deliver superior measurable values. For five decades, Tan Chong Motor has housed the Nissan brand and has established it as a leading name in automobiles in Singapore. Tan Chong Motor is the exclusive distributor of Nissan passenger and light commercial vehicles in Singapore. The ONE name you can rely on when it comes to quality service. Our comprehensive pre-sales and after-sales services are defined by our pride in service excellence, our devotion to customer satisfaction and our passion to reinforce long-term relationship.

About the Singapore Sports Council

Formed in 1973, the Singapore Sports Council (SSC) is tasked with developing a holistic sports culture for the nation. The SSC creates opportunities for people to excel in sports; opportunities for people to be engaged in sports as, coaches, officials, volunteers or fans; and opportunities for people to do business in sports as sponsors and investors. The SSC has changed the way Singaporeans view and participate in sports. Through sports, we now have an enhanced national identity thanks to our sports participation programmes; greater national pride as a result of

high performance results at international and regional games; and more diversified economic stability through our vibrant sports industry initiatives.

To find out more, visit our websites www.ssc.gov.sg and SingaporeSports.sg.

Follow SSC on Twitter at: www.twitter.com/singaporesports

Join SingaporeSports.sg on Facebook at:
www.facebook.com/#!/SingaporeSports?ref=ts

For a range of photographs, search for "Singapore Sports Council" on www.flickr.com

About Let's Play

Let's Play is a nation-wide movement by the SSC to encourage everyone in Singapore to embrace sports as a lifestyle choice. Sports, while also fun, offers health and social benefits. Let's Play seeks to connect, energise and enrich everyone from all walks of life through the many aspects of sports, be it playing, watching, cheering or volunteering. For more information on Let's Play, please visit www.singaporesports.sg

For More Information Contact:

The PR Element

Ben Burrowes

8111-9311

ben@theprelement.com

The PR Element

Kelvin Teo

9628-2865

kelvin@theprelement.com