



(FOR IMMEDIATE RELEASE)

OCBC CYCLE SINGAPORE RETURNS NEXT YEAR

WITH EXCITING ENHANCEMENTS

- **THE SUPER CHALLENGE (61KM) NOW OPEN TO 1,500 CYCLISTS**
- **REGISTRATION NOW OPEN FOR THE RIDE OF YOUR LIFE!**

23 November, 2011, Singapore – Spectrum Worldwide and OCBC Bank announced today that the fourth edition of OCBC Cycle Singapore will take place over three sizzling days, from 2 to 4 March, 2012. Next year's event will feature an enhanced Super Challenge, and an additional Junior Challenge category.

The Super Challenge has been extended to 61km for OCBC Cycle Singapore 2012, and participants will no longer be restricted by entry criteria. The longest ride category will now be open to all those looking for a more demanding workout and will cater for up to 1,500 cyclists. The Junior Challenge is a 30-minute ride designed for aspiring cyclists who are 10 to 12-year-old, and offers a unique category in which to fire their way around the F1 Pit Building track.

FRIDAY

Blazing the trail ahead of the professional riders and kicking off the racing, the Women's, Masters' and Men's Open Criterium will begin at 5.30pm to get things heated up.

Topping the bill of the three-day cycling fiesta and next on the programme will be the OCBC Cycle Singapore **Professional Criterium**. For the second year running, more than 60 local and international professional riders will pit their skills on a 1.6km flood-lit route around the F1 Pit Building. The race is sure to challenge their strength, endurance and bike handling abilities, in addition to putting their teamwork through the ultimate test.

The OCBC Cycle Singapore Professional Criterium will be televised live across the Asia Pacific, and is set to include home-grown talent from the OCBC Singapore Cycling Team alongside the international riders.

Teams already confirmed for 2012 include Rapha Condor Sharp from the UK, who are making their third appearance in the Criterium; two exciting new teams in GreenEDGE, an Australian UCI WorldTour Team, and Champion System, the new UCI Pro-Continental team; and Altitude Technology Systems from Australia.

Managed by Mr Patrick Jonker, a professional cyclist from 1993-2004 who represented Australia at the 1992 and 1996 Olympic Games, Altitude Technology Systems will bring a dynamic and talented team to Singapore to challenge for top honours.

Jonker said, "Altitude Technology Systems are delighted to have been invited to take part in OCBC Cycle Singapore next year. I have had the pleasure of attending the event in previous years and really hope our team, which includes 2010 champion Ben Kersten, can put in a strong performance against a world class line up of riders to challenge for a podium position."

SATURDAY

It's all about the family on Saturday with a variety of rides for children; featuring a new OCBC Cycle Singapore event - The Junior Challenge – which caters for the growing number of aspiring 10 to 12-year-old cyclists in Singapore, who will tear up the F1 Pit Building's track for 30 minutes.

Also for the younger riders the **Tricycle Ride** (100m) and **Mighty Savers™ Kids Ride** (5km) make a welcome return continuing the true family element to the event. The carnival-like atmosphere and variety of activities and offerings for all ages will run across the three days for those taking part or simply coming to support others and enjoy the action.

SUNDAY

Following extensive feedback and surveying of past participants, a strong demand from cyclists to ride longer distances has been a continual theme. The Super Challenge was introduced in the first edition of OCBC Cycle Singapore held in 2009, when only pre-selected riders participated. With the growing number of dedicated cyclists in Singapore, a ride of 40 km is no longer considered enough of a challenge for some. As a result, the format of The Super Challenge has been changed for OCBC Cycle Singapore 2012, to allow up to 1,500 cyclists to ride over a longer distance of 61 km with no restricted entry criteria.

The highly popular category, The Challenge, will continue to be featured at next year's event. In 2012, The Challenge will cover a distance of 39 km, a result of a revised route taking into consideration the safety of cyclists, feedback from authorities, participants and the public. The second most popular category, The Community Ride, will cover a distance of 19 km.

Mr Chris Robb, Managing Director of Event Owner and Organiser, Spectrum Worldwide, said, "OCBC Cycle Singapore 2011 saw well over 10,000 people ride over three days and with the exciting new developments we have introduced for next year's event, we're expecting to see another increase in participant numbers in 2012. We continue to work closely with local authorities to ensure a successful and safe delivery of the event."

He added, "Cycling's popularity continues to grow at a fast pace in Singapore and the region. OCBC Cycle Singapore has certainly become a highlight on the race calendar for local enthusiasts along with our international professional riders. We are looking forward to welcoming back everyone who has previously ridden in the event and attracting many more new participants who want to experience the thrill of being part of Singapore's only mass cycling event on closed roads."

OCBC Bank once again shows its support of the event and cycling in the city as the title sponsor for 2012. Mr David Conner, Chief Executive Officer of OCBC Bank said, "Both the cycling community and the general public have enthusiastically embraced OCBC Cycle Singapore over the past three years, so we are excited about the prospects for the event in 2012. OCBC Cycle Singapore has become an attractive sporting platform whereby many friends and families are able to bond by participating together. Each year – working closely with our organizing partner,

Spectrum Worldwide – we look for ways to make the event bigger and better. I am pleased that we have added two new categories for next year – our longest ride yet, 61 km, for up to 1,500 serious competitive cyclists, as well as a Junior Challenge ride for 10 to 12 year olds. I look forward to great fun and a good workout on 4 March 2012.”

OCBC Cycle Singapore is supported by the Singapore Sports Council (SSC) and the Singapore Cycling Federation (SCF).

Mr Lim Teck Yin, Chief Executive Officer, SSC, said, “OCBC Cycle Singapore personifies the great partnerships being formed between Sporting and Corporate Singapore. Over the years, this event has raised the profile of the sport among Singaporeans, providing many opportunities for families, recreational riders and elite cyclists to compete at the levels they enjoy most. Thanks to the sponsorship of OCBC Bank and the organisation by Spectrum Worldwide, Singapore can look forward to another successful road race in 2011 to celebrate cycling and the joy of sports.”

Mr Victor Yew, Chairman, SCF, added, “The continued support from OCBC Bank for our national riders and the presence of this elite event on our local race calendar is crucial to the growth and development of cycling in Singapore. The outstanding results from our national cyclists at the recent SEA Games are testament to that and we’re thrilled that OCBC Cycle Singapore continues to provide them with such a unique race opportunity to further hone their skills.

“OCBC Cycle Singapore caters for cyclists of all levels and we are continuing to notice an increase of people using cycling as a form of transport and as a leisure activity. This has certainly been boosted by this annual event and long may it continue.”

OCBC Cycle Singapore 2012 supports good causes through local charity organisations. The National Cancer Centre Research Foundation (NCCRF) and the Singapore Children’s Society (SCS) have been OCBC Cycle Singapore’s chosen charities and Participants are encouraged to donate to these charities via SG Gives.

Registration for the March event opened today at midday in front of the OCBC Chulia Street Branch and early bird offers will run until 23 December.

For full event details, go to www.ocbc.cyclesingapore.com.sg

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About Spectrum Worldwide

Spectrum Worldwide is a leading event management and experiential marketing company operating throughout the Asia Pacific region. For more than 20 years, Spectrum Worldwide has created and managed tailored experiences that not only bring to life our clients' brands, but also provide opportunities for companies to showcase their core values in a memorable and compelling way. Through long-standing partnerships with multi-national companies throughout the region, Spectrum Worldwide has consistently delivered groundbreaking, iconic events including OCBC Cycle Singapore and OCBC Cycle Malaysia, the Standard Chartered Marathon Singapore, and the Red Bull Speed Street Singapore and KL. Spectrum's approach centres on understanding clients' needs, and designing and delivering the best event solutions based on our years of experience. 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

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.

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