

4 October 2006

## **HSBC BANK CANADA BECOMES SPONSOR OF THE CALGARY FLAMES**

HSBC Bank Canada has signed an agreement to become the largest financial sponsor of the Calgary Flames National Hockey League team until the end of the 2010-2011 season.

HSBC Bank Canada will receive major promotional opportunities with the Calgary Flames and substantial signage in the Pengrowth Saddledome, including two prominent in-ice logos, diagonally opposite one another, around the centre ice face-off circle. HSBC is one of only two companies that will have its logo displayed in the ice.

Lindsay Gordon, President and Chief Executive Officer of HSBC Bank Canada, said: "At HSBC, we believe in investing in the communities where we do business. This sponsorship will allow us to build the HSBC brand while supporting the local community's excitement for hockey. As the largest bank headquartered in the West and the leading international financial institution in Canada, we are very proud to sponsor the Calgary Flames."

"We are very excited about the opportunity to team up with a fellow community minded company in HSBC. The Calgary Flames have always been a positive influence in our city and we are pleased to be able to work in conjunction with HSBC. The sponsorship will allow us to enhance some current initiatives revolving around the team and to create some exciting new ideas that we know our fans will enjoy," said Vice-President of Advertising and Marketing for the Calgary Flames, Jim Bagshaw.

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HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 170 offices and is the leading international bank in Canada. With around 9,500 offices in 76 countries and territories and assets of US\$1,738 billion at 30 June 2006, the HSBC Group is one of the world's largest banking and financial services organizations. For more information about HSBC Bank Canada and its products and services, visit our website at [hsbc.ca](http://hsbc.ca).

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