



HSBC BANK CANADA BRANDS VANCOUVER INTERNATIONAL AIRPORT

January 29, 2009

RICHMOND, B.C. — HSBC Bank Canada, Vancouver Airport Authority and Clear Channel Outdoor Company Canada today announced one of the most extensive branding campaigns ever executed at Vancouver International Airport.

The agreement between HSBC Bank Canada, Vancouver Airport Authority and Clear Channel Outdoor Company Canada, will give the bank exclusive rights to brand the exterior and interior surfaces of 61 jet bridges, the passageways between the terminal and the aircraft, across the entire airport. The initial roll-out of HSBC branding will cover nine jet bridges in the airport's International and U.S. Departures areas, with the remaining 52 jet bridges being branded by HSBC in the spring of 2010.

"Vancouver Airport Authority is pleased to partner with HSBC Bank Canada on this innovative branding project," said Larry Berg, President and CEO, Vancouver Airport Authority. "This partnership is one way we are increasing our non-aeronautical revenues, so we can continue to offer airline customers the lowest landing fees of any major Canadian airport."

The HSBC Group is a global innovator in major branding initiatives holding the jet bridge-branding rights to over 40 airports in 17 countries worldwide including some of the largest in the world such as Pearson International Airport (Toronto), Heathrow (London), JFK International (New York) and Narita International (Tokyo).

Lindsay Gordon, President and CEO, HSBC Bank Canada said: "As 'The world's local bank' with around 9,500 offices in 85 countries and territories, the HSBC Group has the global reach and local knowledge to provide the financial services needed by people who travel - whether for business or pleasure. Branding the jet bridges at Vancouver International Airport will allow us to reach the more than 17 million people who travel through the airport each year. We are especially delighted because HSBC Bank Canada is headquartered in Vancouver."

John Jory, the President of Clear Channel Outdoor Company Canada, said: "The synergy of the programs now running at both Vancouver and Pearson International Airports is an example of a well implemented national brand awareness program. This HSBC program and others, reflect the important global influence of Vancouver and Pearson airports as international gateways to North America."

About Vancouver Airport Authority

The Airport Authority is a community-based, not-for-profit organization that operates Vancouver International Airport (YVR). Canada's second busiest airport, YVR welcomed 17.9 million passengers in 2008, and is the Official Airport of the Vancouver 2010 Olympic and Paralympic Winter Games. The Airport Authority is undertaking a \$1.4-billion capital program that will ensure the airport meets the growing demand for air travel and continues to be developed as a premier global gateway and economic generator for British Columbia.

About HSBC Bank Canada

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 180 offices and is the leading international bank in Canada. With around 9,500 offices in 85 countries and territories and assets of US\$2,547 billion at 30 June 2008, the HSBC Group is one of the world's largest banking and financial services organizations. Visit hsbc.ca for more information about HSBC Bank Canada and its products and services.

About Clear Channel Outdoor Company Canada

Clear Channel Outdoor Company Canada is one of the country's fastest growing out-of-home advertising companies. The company manages a national network of malls, airports, transit, spectacular signage and digital displays. With a presence in 55 markets in major urban and regional centres across the country, the company also operates Canada's first airport television news network. More information may be found by visiting www.clearchanneloutdoor.ca.

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