

5 April 2007

## **HSBC BANK CANADA SPONSORS THE TORONTO BLUE JAYS**

HSBC Bank Canada and the Toronto Blue Jays announced today a new multi-year sponsorship until the end of the 2011 baseball season.

As Official Partner of the Toronto Blue Jays, HSBC will receive national broadcast exposure through exclusive dugout and outfield signage, as well as in-venue branding at the Rogers Centre.

The bank is also the Title Sponsor of the newly designed “HSBC Club VIP” lounge, bar and restaurant, which caters to an upscale clientele and offers exclusive amenities, in-seat gourmet food service, a wine lounge and clear sightlines of the game.

HSBC and the Toronto Blue Jays have also committed to exploring opportunities to support grassroots community baseball programs in Canada.

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 in Toronto, a growth area for the bank, while supporting the community's excitement for Canada’s only Major League Baseball team. The sponsorship aligns perfectly with our status as a challenger brand providing progressive, perceptive and responsive service.”

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“HSBC is truly one of the world’s most established financial services brands and the Toronto Blue Jays are very proud to have HSBC on board as a Corporate Partner for the 2007 season and many years to come,” said Paul Godfrey, President and Chief Executive Officer of the Toronto Blue Jays. “HSBC joins an ever-growing list of leading Canadian and international organizations that have chosen to become Corporate Partners of the Blue Jays and we truly appreciate their commitment to all Blue Jays fans across Canada.”

HSBC Bank Canada, a subsidiary of HSBC Holdings plc, has more than 170 offices and is the leading international bank in Canada. With around 10,000 offices in 82 countries and territories and assets of US\$1,861 billion at 31 December 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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