

HSBC BERMUDA – 11th YEAR AS LEAD SPONSOR FOR THE CUP MATCH CLASSIC

St. George's Cricket Club President, Neil Paynter officially announces HSBC Bermuda's sponsorship of the 2017 Cup Match Classic. HSBC Bermuda is once again proud to partner with the Presidents of the St. George's and Somerset Cricket Clubs to support Bermuda's biggest and most exciting, local sporting event of the year.

In celebration of their support for the Cup Match event, on July 28th at 11:00 a.m. HSBC's team spirit will be on display as host of the ever popular Cup Match motorcade throughout the streets of Hamilton; complete with distribution to the public of the much sought after car flags in the St. George's and Somerset team colours. This will be followed by a free community event held in the Number One Car Park.



A number of activities are planned in the lead up to Cup Match in all HSBC branch locations with distribution of free HSBC Cup Match promotional items, including more flags from July 31st through to August 2nd, various entertainment and the annual free snow cone giveaways at all locations on August 2nd between 12 noon

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and 2:00 p.m. For more information please see www.hsbc.bm for the schedule of branch activities.

Mark Watkinson, HSBC Bermuda CEO said, "This year marks HSBC Bermuda's 11th year as the lead sponsor of the Cup Match Classic and the entire HSBC team in Bermuda is extremely proud of the Bank's continued association with this event.

It is a time for all of us to witness true sportsmanship on display and where we celebrate together as a community, many years of tradition and all that is great and unique about Bermuda.

Whether you attend the game at the St. George's Cricket Club or have something else planned, enjoy your holiday....and may the best team win!"

HSBC is also partnering with T&T Video Productions, to bring the event live on television, with live internet streaming on www.islandstats.com. HSBC will also support Bermuda Broadcasting Company's live radio coverage on Power 95 and VSB on Mix 106.

James Talbot from T&T Productions stated, "We would like to thank HSBC and St. Georges Cricket Club for providing us with the opportunity to broadcast the live excitement of the game on local television. We will be announcing the broadcasting station soon, so stay tuned. We are also excited to be working with www.islandstats.com who will live stream the event across the world. We are looking forward to an exciting 2 day production! I would especially like to thank HSBC for being our lead sponsor for this exciting event."

Earl Basden COO www.islandstats.com shared "It means a lot for Island Stats to be a part of this year's annual Cup Match Classic at the Wellington Oval. Tuning in to the live stream is of major importance for so many and we're proud to be able to provide that service for this year's event. We are pleased and excited to team up with HSBC, T&T Video Productions and St. Georges Cricket Club to bring this important showpiece of our Bermudian culture to people across the world."

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Media enquiries to:

Angela Cotterill

HSBC Bank Bermuda Limited

Phone: 1 (441) 2996956

Email: angela.cotterill@hsbc.bm

Notes to Editors:

1. The HSBC Group

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2. HSBC Bermuda

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