



The world's local bank

20 October 2008

FOR IMMEDIATE RELEASE

Contact:

Marvette Darien

Tel. 1 345 914 7585

E-mail: cayman.marketing@ky.hsbc.com

HSBC LAUNCHES PREMIER SERVICE IN THE CAYMAN ISLANDS

HSBC Bank (Cayman) Limited (HSBC Cayman) has announced the introduction to Cayman of its Premier banking service, designed for customers with international banking needs.

This marks the first time that the HSBC Premier service will be available in the Caribbean. HSBC Group is one of the world's largest banking and financial services organisations. With over 9,500 offices in 85 countries and territories, Group assets of US\$2,547 million* and over 100 million customers worldwide, the opportunity to bank with HSBC in the Cayman Islands is now a reality.

“Our doors are open and we are ready to serve the Cayman community with the same unparalleled level of service that has made HSBC a first-rate, global financial services brand,” stated Chief Executive Officer, Gonzalo Jalles. “Through our products and services, our staff and our commitment to the community, we will continue to be as fully integrated in Cayman as we have been since HSBC began operating here over 20 years ago,” he added.

**At 30 June 2008*

This information is issued by

HSBC Bank (Cayman) Limited

*HSBC Bank (Cayman) Limited
P.O. Box 1109, George Town
HSBC House
68 West Bay Road
Grand Cayman, Cayman Islands KY1-1102*

Press Release

A banking service for individual customers, HSBC Premier is based on a quality service proposition.

Andrew Jamieson, HSBC Cayman Head of Personal Financial Services, outlined the benefits of the Premier service: “As of Tuesday, 14 October HSBC Premier customers in the Cayman Islands began experiencing the HSBC Group’s Global Premier Banking service, which effectively links HSBC offices worldwide and provides a unique global service.”

Currently offered at 400 Premier Centres in 40 countries across the world, HSBC Premier moves away from the traditional retail banking model of charging on a per transaction basis and instead focuses on providing an unparalleled level of service.

HSBC Premier offers key benefits to customers, with advantages such as free on-line fund transfers to their own HSBC accounts in different countries, plus the on-line capability to view all HSBC accounts held in different jurisdictions around the world with just one log-in to Personal Internet Banking.

Other benefits to Premier customers include top of the range on-line capabilities, preferential mortgage rates and a comprehensive Rewards and Benefits programme. Additionally, with HSBC Premier Chequing, there is no monthly maintenance fee and Premier customers receive complimentary access to HSBC ATMs worldwide.

The global HSBC Premier network is available to customers when they travel and provides the same level of attention everywhere around the world. The service provides emergency cash and credit card assistance and the ability to connect with the home 24/7 Call Centre, or the customer’s individual Premier Relationship Manager where required.

HSBC Premier provides customers with a worldwide safety net. If a credit card or wallet is lost or stolen, customers will have instant card cancellation and next day replacement.

Emergency cash services can also be provided at Premier Centres and HSBC branches worldwide.

The state-of-the-art HSBC Premier Centre located at HSBC House (68 West Bay Road, Grand Cayman) offers the same superior services customers experience at any of the Premier Centres around the globe. Customers can also phone the HSBC Premier 24/7 Call Centre facility on 914-7676 to answer general account queries or to provide emergency assistance at any time of the day or night.

Mr. Jamieson said: “Our Premier Team has gone through our intensive training and accreditation programmes over recent months, and is ready to provide a first rate service to our customers. We are confident that the Premier service offered in the Cayman Islands will match the exacting standards required by HSBC Premier Centres around the world. Due to the diversification, financial strength and global reach of the HSBC Group, we are currently experiencing a high level of demand from customers who want to start banking with ‘the world’s local bank’.”

The Premier service is available in the Cayman Islands, fee free for all customers maintaining a personal deposit or investment balance of USD120,000 or currency equivalent or holding a minimum mortgage of USD500,000 or currency equivalent. A monthly fee of USD150 will apply for all other customers.

For more information on the HSBC Premier service, please visit www.ky.hsbc.com.

ends/more

Captions:

- 1. HSBC Cayman’s local management team.**

Front row (L-R): Garry Crossan, Head of Fiduciary Services; Andrew Jamieson, Head of Personal Financial Services; Walling Whittaker, Head of Human Resources; Chris Saunders, Chief Financial Officer; Jill Virgil-Smith, Head of Legal; Mark McIntyre, Head of Corporate Banking; Patricia DaCosta, Head of Compliance; Tom Clark, Head of Client Services – Insurance; Mark Whiteside, Chief Operating Officer and Gonzalo Jalles, Chief Executive Officer.

2. HSBC Cayman's Premier team

Andrew Jamieson (back row, left), Head of Personal Financial Services at HSBC (Cayman) Limited is supported by his team of Premier Relationship Managers.

Front row (L-R) are Michelle Boddien; Lorraine White (Senior Premier Relationship Manager); Fame Varona and Laveda Burton

Back row (L-R): Darren Trickett and Chet Ebanks

Notes to Editors:

HSBC Bank (Cayman) Limited

HSBC Bank (Cayman) Limited is a class A licensed bank that is regulated by the Cayman Islands Monetary Authority. As a leading financial services institution, the Bank offers a broad range of services encompassing fund administration, captive insurance management, corporate trust and private trust services, corporate banking and personal financial services.

The HSBC Group

The HSBC Group serves over 100 million customers worldwide through around 9,500 offices in 85 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,547 billion at 30 June 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

ends/all