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## HSBC RENEWS HAWTHORN SPONSORSHIP

HSBC Bank in Australia has announced the renewal of its multi-million dollar sponsorship of Hawthorn Football Club, signing an agreement to continue as Principal Partner of the Hawks for up to three more years, which would take the partnership to nine years.

Stuart Davis, chief executive officer of HSBC in Australia said, "Since we signed up with Hawthorn in 2003, our relationship with the Hawks has gone from strength to strength.

"We've seen the Club undergo a remarkable transformation over the years, culminating in the outstanding 2008 AFL Grand Final win. We congratulate them on this tremendous achievement.

"The Hawks' success has contributed to HSBC's success in Australia, supporting our business growth as well as driving awareness of and engagement with the HSBC brand in Australia.

"Now, as we look forward to our third sponsorship term with the Hawks, we look forward to building on this growth and longevity by taking the partnership to yet another level of sporting and commercial success," he said.

Hawthorn President Jeff Kennett said the Club's association with HSBC is a successful partnership which the Club looked forward to continuing from 2010.

"HSBC has been a wonderful partner and we are very pleased they will continue as our Principal Partner.

"HSBC has played an integral part to the success of the Hawks, and we're thrilled the bank has decided to renew its support of this great Club.

"Built on global financial leadership, HSBC continues to show a great commitment to the local community and the Hawthorn family and we look forward to enjoying the strength of this partnership in years to come."

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This news release is issued by

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**Notes to editors**

**HSBC Bank Australia**

In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody. Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

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