



## **Make an Impact -- the Theme for Bull Charge 2010**

20 July 2010 - Singapore Exchange (SGX) today launched its annual charity fun run, The Bull Charge®. The focus this year is "Make an Impact"! The Bull Charge 2010 has taken a new approach in its commitment and support to beneficiaries with increased outreach and targeted sponsorship. Outreach efforts and activities will step up with SGX looking to engage beneficiaries and partners.

The Bull Charge 2010 will support ten beneficiaries from the disadvantaged children, youth, elderly and families sectors, with a specific focus on the destitute elderly. The Bull Charge 2010 will pledge a larger proportion of its funds to Bright Hill Evergreen Home to bring about significant improvements in the lives of the residents of this non-profit Nursing Home.

This is the seventh consecutive year that SGX is rallying its listed companies and Singapore's financial industry to collectively undertake a community service project. The SGX charity fun run in the Central Business District (CBD) will be flagged off at 5.30pm on Friday, 12 November 2010, at The Float @ Marina Bay. This is also the first time that an international business broadcaster, CNBC Asia, has joined in as a business partner, joining long standing partner The Business Times.

Said Mr Magnus Bocker, CEO of Singapore Exchange, "It is fantastic that the financial community is coming together to make a difference. SGX is proud to be joined by longstanding sponsors and partners, who have continuously shown care for the needy by offering not only monetary commitment, but something even more precious - their time. This year SGX aims to surpass last year's fund raising efforts. Together, we look forward to make an impact."

Over the past six years, The Bull Charge has raised more than S\$14 million for needy children, families and youth from selected charities through its charity fun run.

Corporate and early sponsors of The Bull Charge 2010 include the Noble Group, Thai Beverage Public Co Ltd, Bank of America Merrill Lynch, and CapitaLand Hope Foundation. The event is organised in partnership with The Business Times, CNBC Asia, Land Transport Authority, Pricewaterhouse Coopers, Singapore Pools, Singapore Sports Council, The Singapore Totalisator Board, Temasek Holdings and Urban Redevelopment Authority.

For more information on contribution and participation in The Bull Charge 2010 as well as the full list of beneficiaries, please visit our website at <http://bullcharge.sgx.com> or call the hotline at 6236 8338.