



ING signs four-year sponsorship programme with Asian Football Confederation

Hong Kong; June 20, 2008: ING, the global financial services group, today signed a four-year sponsorship programme with the Asian Football Confederation (AFC) in the presence of World Sport Group, the confederation's commercial partner.

Hans van der Noordaa, Member, Executive Board of ING Group and Chairman and CEO, Insurance and Investment Management Asia/Pacific, signed the contract with AFC President Mohamed Bin Hammam during an official signing ceremony at the Conrad Hong Kong hotel.

The signing was also attended by Nick Mould, President of World Sport Group (East Asia); Timothy Fok, President of the Hong Kong Football Association and President of the Sports Federation and Olympic Committee of Hong Kong; and Brian Leung, Chairman of the Hong Kong Football Association.

ING's sponsorship programme will start in September 2008, the first month of the 2010 FIFA World Cup Asian Qualifiers, where 10 teams will compete for four-and-a-half places in the finals in South Africa.

The sponsorship, which runs through to the end of 2012, will also see ING associated with the 2011 AFC Asian Cup in Qatar, the Asian qualifiers for the 2012 Olympics, the AFC Under-19 and Under-16 Championships in 2010 and 2012, the AFC Women's Asian Cup and the AFC Futsal Championship, covering more than 300 national team games.

Van der Noordaa said that ING, whose sponsorship portfolio includes the Dutch national football team, was excited about taking its sponsorship of Asian football to a new level since first teaming up with the AFC in 2005.

"ING is proud to be one of the major sponsors of the Asian Football Confederation. The popularity of Asian football has been growing. The sponsorship last year we had with the AFC raised brand awareness in key ING markets including China, Korea, Japan, Thailand and Malaysia, all due to their passion for football," said Van der Noordaa.

"We are confident that this four-year contract will really benefit ING's brand awareness and help us build our business in the region further. Given our extensive support for Asian football and the strong partnership with the AFC, we are also confident that the sport will continue to develop in Asia," he concluded.

Bin Hammam was delighted to see ING sign a new sponsorship deal with the confederation, saying it illustrated the growing popularity of football in Asia. More than 700 million fans across Asia watched last year's AFC Asian Cup, making it the region's top sporting event.

"ING has been a strong supporter of Asian football since 2005 and their new four-year AFC sponsorship programme will take their commitment and exposure to new heights," Bin Hammam said.

"Asian football is experiencing a dramatic growth, so we're delighted that Asia's top sport and its players are being supported by some of the world's top brands, such as ING, who are sharing in our

commitment to take Asian football to the world. Millions of fans are benefiting from this partnership and together we can ensure that our beautiful game continues to thrive."

In September 2005, ING signed up to sponsor the qualifying rounds and finals of the 2007 AFC Asian Cup in Southeast Asia, an event that proved a major branding success for the company.

According to a FIFA survey, some 85 million people in Asia play football, which represents the largest number of any continent and more than 30 per cent of the 270 million players worldwide.

Mould said: "ING's new sponsorship agreement is a testament to the power and effectiveness of Asian football as an integrated marketing platform.

"ING showed it was a forward-looking company when it first came on board with the AFC for the last Asian Cup and realised the massive benefits of the association with Asian football. Like all AFC sponsors, ING will benefit from coverage through a wide number of media channels, which means its brand recognition is constantly increasing.

"As a sport content provider, WSG is committed to delivering quality programming to our clients and fans. This includes making Asian football available to everyone through new media channels, including the digital platform, to meet the increasing sophistication of Asian sports fans."

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About ING

ING is a global financial institution of Dutch origin offering banking, insurance and asset management to over 75 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce of about 120,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.

About the Asian Football Confederation (AFC)

The AFC is the governing body of football in Asia and one of FIFA's six continental confederations. Founded in 1954 and headquartered in Kuala Lumpur, it has a total of 46 member associations ranging from East to West Asia. The current AFC President is Mohamed bin Hammam of Qatar, who took office in 2002 and introduced the wide-ranging Vision Asia programme. The confederation's national team events include the AFC Asian Cup, World Cup qualifiers and Olympic qualifiers, the AFC Under-19 and Under-16 Championships, the AFC Women's Asian Cup and the AFC Futsal Championship. Its club competitions comprise the AFC Champions League, AFC Cup and AFC President's Cup.

About World Sport Group (WSG)

World Sport Group (WSG) is Asia's leading sports marketing, event management and media company, with a roster of golf, football and cricket events across the entire continent. WSG manages almost 600 days of sports events annually across more than 30 countries and is staffed by more than 140 employees in offices in Beijing, Beirut, Delhi, Hong Kong, Mumbai, Singapore and Tokyo. WSG has been the exclusive marketing partner of the Asian Football Confederation (AFC) since 1993 and is also the exclusive marketing partner of the ASEAN Football Federation (AFF).