
NEWS RELEASE

United Overseas Bank's Chef's Creation Series Leads the Way in Dining

Innovative dining programme set to change the dining landscape in Singapore

SINGAPORE, 4 September 2009 – The United Overseas Bank's Chef's Creation Series has whet the insatiable appetite of UOB cardmembers since it was brought to the table in mid-2008. Participating restaurants have reported brisk earnings because of the programme, some up to five times more.

The UOB Chef's Creation Series features 20 master chefs and is into its second season. This innovative dining concept takes the UOB cardmember on a pleasant dining journey which begins with a menu that is carefully thought out by the chef. Apart from taking away the headache of deciding what to eat at some of Singapore's best restaurants, there is also little pinch on the price. At lunch for two at only \$68++ and dinner for two at \$128++, the UOB Chef's Creation menu is priced to be delectable. Time permitting, the friendly and masterful chefs also make an occasional presence at the dining table, enhancing the overall dining experience.

Earlier in the week, UOB celebrated the second consecutive run of the UOB Chef's Creation Series in the most fitting manner – by acknowledging the master chefs in an appreciation event. Nine of the restaurants that were among the most popular with UOB cardmembers were invited to return to the second season this year. Of these, the take-up rate increased by up to almost 20 times. Chef Willin Low, a lawyer turned chef at Wild Rocket, had this to say, "I am very pleased to be part of the series for the second year running and the response from UOB cardmembers has been growing rapidly."

Addressing the chefs at the event, Ms Gan Ai Im, Regional and Singapore Head, Cards and Payment Products said: "The UOB Chef's Creation Series is fuelled by our love for food. It brings together years of knowledge of putting together value for money dining programmes and our strength in restaurant partnerships to offer the best to our cardmembers."

She added: “This programme is set to change the dining landscape in Singapore. From feedback gathered, we are already establishing fans of the UOB Chef’s Series. Some of the regulars plan their nights out around the 20 restaurants and are asking for more.”

The third season is already in discussion but there is still time to catch the current UOB Chef’s Creation Series featuring restaurants like Gordon Grill, Si Chuan Dou Hua, Garibaldi, Man Fu Yuan and Basilico Ristorante Italiano before the end of October.

The UOB Chef’s Creation Series is just one of many firsts UOB cardmembers get to enjoy. Today, UOB works in partnership with over 1,000 F&B outlets to continually explore innovative dining concepts that offer cardmembers excellent value.

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About United Overseas Bank

United Overseas Bank Limited (“UOB”) is a leading bank in Singapore with a strong presence in Asia. It provides a wide range of financial services through its global network of over 500 offices in 18 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and mainland China.

In Singapore, UOB is one of the market leaders in the credit and debit cards business, the private residential home loan business and the small and medium-sized enterprises loan business. Its fund management arm, UOB Asset Management, is one of Singapore’s most awarded fund managers.

UOB is rated among the world’s top banks by Moody’s Investors Service, receiving B for financial strength, and Aa1 and Prime-1 for long-term and short-term bank deposits respectively.

UOB also plays an active role in the community, focusing on children, education and the arts. It has organised the prestigious Painting Of The Year Competition and Exhibition since 1982, and supports Very Special Arts Singapore which provides art programmes for the disabled. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council’s Distinguished Patron of the Arts Award for the third consecutive year. UOB has also established the annual UOB Heartbeat Run to raise funds for charity.

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