



PRESS RELEASE

Dubai, April 21st 2009

Emirates NBD supports major CSR sponsorship initiative

UAE's leading bank supports leading explorer Adrian Hayes on his Greenland Expedition, the longest unassisted Arctic expedition in history.

Emirates NBD, the largest banking group in the Middle East in terms of assets, today announced their support of Adrian Hayes and his upcoming expedition, The Emirates NBD Greenland Quest: The Atlantic to Arctic Expedition 2009. Dubai resident since 1995, Hayes will attempt a unique, journey across the full length of Greenland and, if completed, it will represent the longest unassisted Arctic polar expedition in history.

Hayes is one of the world's leading adventurers ~~explorers~~. The Brit is in the Guinness Book of World Records for being the fastest man to reach all three poles in succession (North, South & Everest). Aside from the polar challenge, Sustainability lies at the heart of Hayes' expedition: "We live on one planet. In the UAE, we need to stop living as though we have the resources of seven!" commented the former British Army Gurkha Officer and father of two.

Corporate Social Responsibility (CSR) is an increasingly valuable asset for companies in the UAE today with clients, employees, media and investors. Emirates NBD's CSR strategy is strongly based four core pillars namely Environment, Education, Culture and Charity, which support its well diversified Community platform. The Emirates NBD Greenland Quest combines two of these CSR pillars: Environment and Education.

Hayes and his team are providing a fully integrated programme which allows Emirates NBD to raise awareness about environmental issues for both the planet and the UAE. It also provides an educational component that is accessible to all schools in the UAE.

Presented by:

Emirates NBD



Supported by:

Fly Emirates

TheNational





Emirates NBD

Rick Pudner, CEO of Emirates NBD, commented at the launch: “We are always keen to learn of Adrian’s projects. The Emirates NBD Greenland Quest is different in that we hope to extend our bank’s own green environmental message “Greenland 4 a Green Land” to schools and educational establishments throughout the UAE. Via educational packs and a series of talks and lectures Adrian will be making upon his return, we hope to promote a change in the way we approach sustainability.”

Hayes is attempting the expedition with two colleagues, Devon McDiarmid and Derek Crowe. The expedition involves both trekking and kite surfing to traverse Greenland vertically. The team need to manage their own resources carefully during the expedition, which is expected to last between 60-70 days. Along the way, they will also be performing studies on the damage done to the Greenland Ice Cap and will be recording their findings on the official website: www.greenlandquest.com.

At the launch - held at the Dubai Community Theatre & Arts Centre in Dubai – over 100 students aged between 10 and 12 from schools across the UAE attended Adrian’s talk about his upcoming expedition. A competition amongst the participating schools was also announced, whereby Emirates NBD will offer four cash prizes of 5000 AED to schools who show the most engagement in the Emirates NBD Greenland Quest and who can demonstrate how they would utilize their award to make their school environment greener. Any UAE School can register their interest in supporting the event on www.greenlandquest.com. All participating children in the project will receive a “GREENLAND 4 A GREEN LAND” wrist band as a statement of their support for both Hayes and Sustainability.

ENDS

For further information, please see www.greenlandquest.com or alternatively contact:

Professional Sports Group

Carrie McNeill

Senior Account Manager

Tel: 050 545 7674

Email: carrie@profsports.com

Emirates NBD

Peter Loakman

Head, Sponsorship, Events and CSR

Tel: 04 701 5788

Email: peterlm@emiratesbank.com

Presented by:

Emirates NBD



Supported by:

Fly Emirates

TheNational

