
NEWS RELEASE

United Overseas Bank Garneres More Accolades At Annual Excellence Service Awards 2008

*Number of awards is 86% more than 2007's;
UOB centre manager also a finalist for the SuperStar Award*

Singapore, 6 November 2008 - United Overseas Bank Limited ("UOB") today announced that it has won 287 star, gold and silver awards at the Excellence Service Awards 2008 organised by the Association of Banks in Singapore ("ABS"). This is an 86% increase over the 154 awards the Bank had won, in 2007.

The annual awards are given out to recognise excellence in customer service in ten industries, including the Banking and Finance Category.

Ms Janice Ang, UOB's Head of Customer Advocacy and Service Quality ("CASQ") said: "It's heartening we have been recognized for walking the talk when it comes to excellence in customer service. Each award is a reminder to us that we should put the customer first and that all of us should make an effort to provide best-in-class customer service regardless of the work we're doing. By doing so, we aim to continually raise the Bank's level of service and the service standards of the industry as well."

Ms Ang added that the Bank's achievements did not happen overnight, but through consistent staff effort and initiatives by CASQ to encourage an "excellence-in-service" mindset. Some of the key initiatives include the Service Excellence Bouquets programme that recognises staff who have been commended by customers; the "I Serve With A Passion" scheme, where customer service officers who go the extra mile in giving exceptional customer service will have their success stories showcased to all in the Bank; and the Celebrating Service Leadership project, where the Bank highlights winning service leadership behaviour and models to inspire the right service, values and behaviour.

Besides the Bank's many awards, Mr Ong Chee Tian, 60, a UOB centre manager at UOB Tiong Bahru, is one of the three finalists in the running for the SuperStar Award.

Mr Ong joined the Bank as a officer in 1968 and, over his 40 years of service, rose through the ranks to be a Centre Manager. He has proven to be an effective mentor and is widely acknowledged by his superiors and colleagues as the “Father of Service”.

On his nomination as a finalist for the SuperStar Award, Mr Ong said: “I’m honoured to be a finalist for the SuperStar Award and humbled by the compliment that my colleagues have given me – “Father of Service”. I would like to thank my supervisors who have shown their support for me over the years and my colleagues who have given me the opportunity to impart my skills and knowledge to them.”

“I believe good customer service is not just about me setting high standards for myself, but it's also about setting a benchmark for my colleagues to aim for. It's about challenging ourselves each day to do better than what we did last year, last month or even the day before,” Mr Ong added.

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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 and meaningful 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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