

## For Immediate Release

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### **HSBC partners with Junior Achievement of NEW JERSEY to bring the "economics of life" to local students**

NJ - HSBC, one of the largest banking and financial services organizations in the world, has partnered with Junior Achievement of New Jersey to teach local students the "economics of life." On October 26, 2005, HSBC employees from Bridgewater offices will visit classrooms and deliver JA curriculum through its JA In-a-Day program to students from kindergarten thru 5<sup>th</sup> grade. "JA In-a-Day" is an organized event that gives volunteers the opportunity to teach Junior Achievement's financial literacy and workplace readiness curriculum in a condensed time frame. JA's activity-based programs are taught over the course of one school day. This program is a powerful team-building experience as well as a memorable community service project. The benefit for the school is a free program that meets educational standards with minimal time taken from the classroom.

HSBC North America (which is comprised of the North American businesses of HSBC and the former Household International, including the consumer lending businesses, HFC and Beneficial) has had a relationship with JA Worldwide (Junior Achievement) since 1942. Last year, HSBC donated almost \$1.2 million to the Colorado Springs-based economic education organization, which reaches 6 million students around the world.

In addition to financial support, HSBC also provides JA with volunteers. HSBC employees are serving as volunteers to implement JA's grades K-12 classroom-based programs that teach students about economics, enterprise, and entrepreneurship. In 2004 alone, HSBC provided Junior Achievement with over 1,200 volunteers, teaching in 330 schools nationwide, reaching over 30,000 students.

"We are thrilled to receive volunteer support from HSBC, a longtime champion of Junior Achievement. These HSBC volunteers will impart their experience and financial knowledge to students who are starting to learn the value of personal financial literacy and the economics of life," said Catherine Milone-Richards, President of Junior Achievement of New Jersey.

"As an organization committed to financial literacy, HSBC employees are keenly aware of the critical role early education plays in creating a generation of knowledgeable consumers," said Patrick A. Cozza, Group Executive of HSBC Insurance Services & Taxpayer Financial Services in Bridgewater, NJ, and a member of the State Board of Directors of JA-NJ. "JA is one of the best ways to reach not only young people, but their families, as we know that the students go home and share what they have learned in class." Besides Mr. Cozza, other HSBC employees who serve on the JA-NJ Board of Directors representing the North, Central and South Districts, respectively, are Kirk Bryans, Group Director, Sales; Keith Pladsen, Division General Manager; and Sondra Keith, Division HR Manager.

### **About HSBC North America Holdings Inc.**

HSBC North America Holdings Inc., the holding company for all of HSBC's U.S. and Canadian businesses, including the former Household International businesses, is one of the top 10 financial services organizations in the U. S. with assets approaching \$300 billion. HSBC's businesses in North America serve more than 60 million customers in five key areas: personal financial services, consumer finance, commercial banking, private banking, and corporate investment banking and markets. Financial products and services are offered under the HSBC, HFC and Beneficial brands. For more information, visit [www.hsbcusa.com](http://www.hsbcusa.com)