

NEWS RELEASE

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HSBC Partners with Junior Achievement of New Jersey to Bring "JA In-a-Day" to Local Students

Pine Hill, NJ — Junior Achievement of New Jersey today announced it has joined with HSBC - North America's consumer lending organization to host two "JA In-a-Day" events: one at John Glenn Elementary School in Pine Hill, NJ, on Friday, April 27, 2007, where 17 HSBC employee volunteers taught 17 classes of K through fifth graders, impacting 323 students; and the second, in conjunction with NJBIA (NJ Business & Industry Association), at Mott Elementary School in Trenton, NJ on Wednesday, May 2, 2007, where 14 HSBC employee volunteers taught 14 classes of K through eighth graders, impacting approximately 330 students. Between the two events, Junior Achievement welcomed 31 HSBC volunteers, impacting a total of 654 students. At the conclusion of the Spring semester, alone, HSBC will have hosted 14 traditional classes at the Weston Elementary School and 9 traditional classes at the Roosevelt School in Manville and an additional 13 JA In-A-Day classes at the Whittier Elementary School in Teaneck.

"JA In-a-Day" events deliver an entire Junior Achievement program, comprised of six or more lessons, in the course of one day. Junior Achievement programs teach K-12 students about work readiness, entrepreneurship, and financial literacy with age-appropriate, hands-on programs that align with state learning standards. JA programs are usually delivered during weekly classroom visits by a volunteer from the community.

HSBC, whose consumer lending businesses include HFC and Beneficial, has supported Junior Achievement since 1942. Since that time, nearly 8,000 HSBC volunteers have delivered programs to over 200,000 students in 44 states. In 2006, more than 2,260 HSBC volunteers taught Junior Achievement classes about business, entrepreneurship, economics, financial literacy, and workforce readiness to some 45,000 K-12 students nationwide. In addition to their volunteer efforts, employees from HSBC offices nationwide took part in the company's 7th Annual "World's Largest Bowl-a-Thon." This event raised more than \$1 million for children served by some 40 local JA area offices. In New Jersey, the employees from HFC and Beneficial branches raised more than \$25,000 for JA, the best effort reported among HSBC's 46 state consumer lending branch network.

"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.

Junior Achievement reaches 7 million students around the world. Its franchises across the country have honored HSBC with numerous awards for its tremendous partnership with Junior Achievement. In 2006, Junior Achievement Worldwide awarded HSBC with the "Extreme Partnership Award" for its strong commitment of financial and volunteer support to the organization.

"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 Keith Pladsen, division general manager for HSBC. "Junior Achievement programs are 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."

About HSBC - North America

HSBC - North America comprises all of HSBC's U.S. and Canadian businesses. The company's businesses serve nearly 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