

AMERICAN EXPRESS ADVERTISING SPECIAL IN ASSOCIATION WITH



Evening Standard

AMERICAN EXPRESS RED



How to stay super cool at Wimbledon

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DO THE (RED) THING™ — and help fight AIDS in Africa

THE POWER IN YOUR POCKET

FEW sporting events come anywhere near matching the excitement, the style and the cool of Wimbledon.

The world's best players are all here, doing concentrated battle using the most cutting edge tennis gear on the planet.

Celebrities in their shades can be spotted daily around the courts. Stylish spectators are wearing the most stunning new summer fashions.

And American Express, who launched the coolest credit card this year, American Express RED®, are the official sponsors of Wimbledon for the third year.

The Card is a very new and different concept in plastic.

American Express RED Cardmembers are given an effortless way to harness the power in their pocket to effect social change, by turning their everyday spending into something extraordinary.

American Express is the founding partner of (PRODUCT) RED™, a global initiative set up by Bono and Bobby Shriver, Chairman of DATA (Debt, AIDS, Trade, Africa).

Its primary objective is to engage business in the fight against HIV and AIDS in Africa, by channelling funds from the sale of (PRODUCT) RED-branded products directly to the Global Fund.

Companies who have taken on the (RED) mark to date include American Express, along with Converse, Gap, Giorgio Armani and Motorola.

Created in 2002, the Global Fund has committed over \$4.5 billion to life-saving programmes in 130 countries and accounts for a quarter of the world's funding for AIDS programmes in the developing world.

Global Fund-financed initiatives already support nearly half a million people on AIDS treatment and reach tens of millions with the knowledge and tools to protect themselves against HIV infection.

With American Express RED, American Express commits up to 1.25%* of every pound spent on the card to the Global Fund (Typical 12.9% APR Variable).

By simply spending on the Card as normal, Cardmembers can make a real difference.

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Andy's RED card game, set and match



Tennis champion Andy Roddick is working with American Express to show his support for (RED)