

COMPANIES LINE UP TO ENTER CREDIT CARD AWARDS

Call for entries expanded in second year to include issuers and banking acquirers in Republic of Ireland

The 2007 Credit Card Awards today open for entries, inviting card providers, acquirers and industry partners across the UK and Republic of Ireland to make submissions in a wide range of categories. The success of the inaugural year has stimulated considerable interest from across the industry even before the official launch of the second year call for entries.

The Credit Card Awards will continue to reward companies in this sector who demonstrate best practice in product development, customer responsiveness and innovation. The first awards in February 2006 were attended by 700 people, establishing the event as an important forum to showcase achievements in the industry especially where they exhibit responsible business practices.

Reflecting the widening scope of the awards to include the Republic of Ireland, the independent judging panel now includes representatives from both UK and Irish umbrella payment bodies. Sandra Quinn, Director of Corporate Communications at APACS will continue on as Chairperson of the panel and Úna Dillon, Head of Card Services & Communications at the Irish Payment Services Organisation (IPSO) joins the panel. All three main UK card payment organisations are now represented on the panel with Laurel Powers-Freeling, UK Country Manager at American Express, joining senior representatives from Visa and MasterCard.

The majority of the awards are open to entries from card issuers, their retail, affinity, charity or co-branded partners and in some cases acquiring banks. The categories are designed to reflect a range of disciplines and activities that are common to issuers and credit card brands operating across the market. The categories, sponsored by Assurant Solutions, Certegy, CPP Group Plc, Deloitte, Domestic & General, Equifax, First Data International, ID Data, Lifestyle Services Group, MasterCard, Royal Mail, The Listening Company, Transaction Network Services and Visa are as follows:

- Best new credit card product of the year
- Best credit card marketing campaign of the year
- Best credit card design of the year
- Best customer relationship management strategy
- Best affinity / co-branded / retail credit card programme
- Best charity credit card programme
- Best achievement in customer service
- Best corporate social responsibility programme of the year
- Most successful credit card enhancement programme of the year – insurance
- Most successful credit card enhancement programme of the year – non-insurance
- Best online initiative
- Best technology initiative of the year
- Best security or anti-fraud development
- Best industry innovation of the year
- Most responsible customer acquisition strategy
- Industry personality of the year (by nomination)

The deadline for entries is **17.00 on Thursday, 12 October 2006.**

The awards are organised by Card Partnerships with backing from prime sponsors ACE Europe and TSYS. The winners will be announced at a black-tie Awards Ceremony and Dinner on 6 February 2007 at The Grosvenor House Hotel in London.

Martin Fielding, CEO Card Partnerships comments: 'We have been delighted by the interest in the awards following such a successful first year. We are pleased to invite those operating in the UK and Irish credit card markets to submit their entries for The Credit Card Awards 2007.'

'We expect a lot of competition in all of the categories which cover areas ranging from technology, marketing, product development, design and innovation. These awards are designed to support the trend in the industry to improve business practices, promote transparency, and develop relevant offerings for customers. Winners of awards in categories covering responsible customer acquisition, anti-fraud initiatives, corporate social responsibility and customer service can really boast that they are responding to the true needs of customers and this in turn will encourage the rest of the industry to raise their game.'

For more information, or for details on how to submit an awards entry, visit
www.thecreditcardawards.com

For further enquiries, please contact:

Dinah Tobias / Martin Fielding
The Credit Card Awards
Tel: 020 7812 6488

The Credit Card Awards aim to encourage best practice in the UK and Irish credit card industries by recognising the achievements and successes of companies and individuals operating within them. The awards acknowledge organisations who advocate responsible customer acquisition, clarity of information and who support the community around them. Other award categories focus on technological developments, product design, innovation and marketing. The 2007 awards event, sponsored by ACE Europe and TSYS, will be held on Tuesday 6th February 2007 at The Grosvenor House Hotel, London.

Awards submissions will be invited from 10th July 2006 and close on 12th October 2006. Details of the awards categories and entry forms are available on the Credit Card Awards web site: www.thecreditcardawards.com