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## NEWS RELEASE

### **United Overseas Bank And MasterCard Introduce The New UOB MasterCard Lady's Card**

*Singapore's largest card-issuing bank and global payments company recognise the increasing economic independence and spending power of Singapore female consumers*

**Singapore, 25 September 2001** - United Overseas Bank (UOB), Singapore's largest card-issuing bank, and MasterCard International today introduce the new UOB MasterCard Lady's Card, with even more specially negotiated perks and rewards than ever before.

Launched in 1989, the Lady's Card was Singapore's first and only credit card exclusive to ladies and remains so today. This new Card is more than just a credit card. It is also a SMART Card, enabling Lady's Cardmembers to receive cashback when they spend at Tangs, Metro, Shell stations or more than 250 SmartClub outlets islandwide.

With the new Card, Cardmembers enjoy even more relevant perks and privileges such as free spa and fitness membership access at St. Gregory's Spa and California Fitness Centre, in addition to the already very successful UOB Rewards Unlimited programme and KrisFlyer programme. Lady's Cardmembers can also enjoy a wider range of rewards and even convert their points through SWELL, Singapore's first rewards network programme by UOB, Shell and SingTel. On top of that, they can spread out big-time payments with the UOB 0% Interest Instalment Plan, available at various outlets.

Said UOB's Executive Vice President, Ms Sim Puay Suang, "UOB was the first to recognise the unique interests of women and specially created the UOB MasterCard Lady's Card back in 1989. We are pleased to still be the only credit card in the market that complements the busy lifestyles of modern and independent women. Being responsive to market needs, we have enhanced the Card to continue to be relevant with unique features and benefits that suit the changing lifestyles of today's women. As our tongue-in-cheek advertising campaign tagline puts it, 'THE MEN DON'T GET IT', 'it' referring to the Card and its ladies' only privileges, as well as what women generally want and usually do."

Added Mr Ajay Bhalla, MasterCard International's Vice President and Country Manager for Singapore, "We recognise the increasingly important role that women play in the new economy. Since the Lady's Card was first launched, there has been an increasing trend of women joining the workforce, especially at the professional levels. As of 2000, more than 55% of women in Singapore were economically independent. As female consumers become more discerning in their needs, we have introduced special benefits that specifically cater to the needs of professional women. MasterCard helps equip women with the spending power and privileges that they need and deserve."

To launch the new UOB MasterCard Lady's Card, UOB will be holding a roadshow at the UOB Plaza Atrium, 80 Raffles Place, from 26 to 28 September 2001 (11 am to 7 pm daily). Besides a first year fee waiver for those who apply before 31 December 2001, those who sign up at the roadshow will also each receive a goody bag.

Interested applicants can pick up an application form at any UOB Group branch or from newspaper advertisements. Alternatively, they can apply at [www.uobgroup.com](http://www.uobgroup.com) and enjoy the ease of submitting their CPF statements online and obtaining instant approval. Upon approval of their applications, all Lady's Cardmembers can each look forward to receiving a welcome pack containing boutique offers, hotel perks and spa privileges.