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## NEWS RELEASE

### **United Overseas Bank Unveils The UOB Lady's Solitaire World MasterCard**

*The Card, the first World MasterCard for women to be launched in Singapore and the world, acknowledges women that have carved a niche for themselves in the fast-paced world*

**25 March 2008, Singapore** – United Overseas Bank Limited ("UOB"), Singapore's largest card-issuer, together with MasterCard Worldwide ("MasterCard") unveils the UOB Lady's Solitaire World MasterCard ("Card") today, a new product that will accord a select group of ladies with privileged access to a wide range of exclusive and luxurious products and services.

Almost 20 years ago, UOB was the first issuer to bring the ladies card to the market. Now, with more than 150,000 Ladies' Card members to its credit, UOB is again teaming up with MasterCard to unveil a privileged card product that targets not just the ladies but a select group of independent women who have carved a niche for themselves in the fast-paced world.

The UOB Solitaire difference is privileged access, to fashion previews of top fashion houses locally and internationally, a dedicated 24-hour concierge and fast track rewards. When shopping at luxury labels like Valentino, Chopard, Hugo Boss, Fendi and DFS as well as The Shopping Gallery Hilton Singapore, cardmembers enjoy three times the rewards. Being a World MasterCard member, she can also access priceless experiences such as "Italy by Ferrari" and entry to the DFS Platinum Service Centre.

The Card is the first World MasterCard for women to be launched in Singapore and the world. We have experience and an established track record with the Lady's card and understand what women want. UOB, the first bank in Singapore to introduce a credit card for women only, finds that the time is right to acknowledge women who have reached the pinnacle of success. Hence,

membership to the UOB Lady's Solitaire World MasterCard programme is purely by invitation.

According to data from the Ministry of Manpower (MOM), as of June 2007, there were 66,200 women employed as managers and senior officials, almost twice as many as a decade ago. A third of them have a monthly income of S\$10,000 and above, a 30% increase from 16,000 women in 2006.

Ms Gan Ai Im, UOB's Head of Cards and Payment Products said, "Through the last 18 years, the UOB Lady's Card has evolved to keep pace with women of the times. This constantly has been the attention and focus that the Bank has paid to the specific needs of women. What started out as a credit card that "The Men Don't Get It," is currently held by more than 150,000 financially independent women in Singapore."

She added, "Today, UOB celebrates women who have carved a niche for themselves in work and their personal lives. They are the female leaders of today, as successful in the office as they are at home. We now pay tribute to these women by inviting them into the circle of UOB Lady's Solitaire Card membership. There is a quiet sense of arrival that comes with this exclusive membership. As market leader in credit cards, both in card issuing and acquiring, UOB will continue to bring to the market the best in class payment products and services that cater to distinctive profiles and tastes." While income is not the only criteria, the target market for this high-end credit card is the 23,000 odd women who earn at least \$120,000 per annum and above.

Mr T.V. Seshadri, Vice President and Senior Country Manager, Singapore, MasterCard Worldwide said, "With better education, larger incomes and control over household spending, women are an economic force to be reckoned with. More of them are becoming high net worth individuals, and it's for this elite-affluent group which the UOB Lady's Solitaire World MasterCard card is designed. It combines specially tailored privileges for the female cardholder, with the exclusive benefits which the World MasterCard offers."

MasterCard research shows that super affluent consumers have a strong desire for personal attention, best-in-class service and memorable lifestyle experiences. World MasterCard offers a suite of benefits and privileges designed to suit their discerning tastes, including access to MasterCard Moments an online repository of retail, travel and entertainment privileges. Cardholders also enjoy unsurpassed global acceptance.

"With such exclusive benefits and privileges, the UOB Lady's Solitaire World MasterCard is the new definition in status and aspiration for the affluent woman of Singapore," Mr. Seshadri added.

### **About United Overseas Bank**

UOB is a leading bank in Singapore that provides a wide range of financial services through its global network of 524 branches, offices and subsidiaries in 18 countries and territories in Asia-Pacific, Western Europe and North America. It has banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and China.

UOB is focused on enhancing its leadership in the consumer market, and is today, the largest credit card-issuing bank in Singapore with a card base that has exceeded one million. The Bank also has the largest base of merchants in Singapore, both for consumer and commercial credit card acceptance. For more information on UOB, visit [www.uobgroup.com](http://www.uobgroup.com).

### **About The World MasterCard Card**

The World MasterCard Card offers a suite of benefits and privileges designed to suit the discerning tastes of the super affluent. Cardholders can enjoy access to MasterCard Moments an online repository of retail, travel and entertainment privileges. Cardholders are also able to utilize the World Concierge Services, getting personal assistance anytime, anywhere, including help making restaurant and ticket reservations, getting a special gift or arranging for a special occasion and reminder service.

In Singapore, in addition to the UOB Lady's Solitaire World MasterCard card, United Overseas Bank also issues the UOB Empire World MasterCard for Business card, which is specifically tailored to meet the unique needs of high-spending small and medium-sized businesses, and combines unmatched spending power and intelligent business tools with exceptional rewards and benefits.

As part of the introduction of the World MasterCard product in South East Asia, MasterCard launched a new execution of its award-winning Priceless® advertising campaign on November 7, 2007, featuring the World MasterCard card. The campaign supports MasterCard's broader strategy to further increase its leadership position in the affluent market. The integrated ad campaign spanned regional television, print and online media.

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