

# THE CREDIT CARD AWARDS

**For immediate release**

**11 July 2005**

## **UK CREDIT CARD AWARDS OPEN FOR ENTRIES**

*Leading industry players join judging panel*

The UK's first dedicated industry awards for the credit card sector, The Credit Card Awards, today open for entries, with card providers and industry partners invited to make submissions across a wide range of categories.

The Credit Card Awards have been developed to highlight achievements and recognise best practice of companies and individuals operating within the UK's credit card sector. The awards will also specifically look to recognise those leading the way by developing responsible business initiatives.

The entries will be judged by a distinguished panel of independent industry figures and commentators, led by Sandra Quinn, Director of Corporate Communications at APACS. The panel will also include senior representatives from organisations including: AXA Insurance, MasterCard, Moneyfacts, The Independent, TSYS, uSwitch, and Visa (full list of judges at end of release).

The majority of the awards will be open to entries from card issuers, their retail, affinity or co-branded partners and in some cases merchant acquirers. The categories are designed to reflect a range of disciplines and activities that are common to issuers and credit card brands operating across the UK market. The categories, sponsored by Assurant Solutions, Domestic & General, First Data International, MasterCard, Retail Decisions, Transaction Network Services and Visa, amongst others, 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 technology initiative of the year
- Best security or anti-fraud development 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 corporate social responsibility programme of the year
- Best industry innovation of the year
- Best online presence
- Best affinity/co-branded/retail card programme
- Most responsible customer acquisition strategy
- Best customer relationship management strategy
- Best achievement in customer service
- Best known credit card brand (not by entry)
- Industry personality of the year (not by entry)

The deadline for entries is **17:00 on 21 October 2005**.

The awards are being organised by Card Partnerships with backing from prime sponsors AXA, Citigate Dewe Rogerson and TSYS. The winners will be announced at a black-tie Awards Ceremony and Dinner on 7 February 2006 at The London Hilton on Park Lane.

Martin Fielding, CEO Card Partnerships comments: "We are delighted to invite those operating in the UK credit card industry to submit their entries for The Credit Card Awards.

"This is a great opportunity for the credit card industry to highlight best practice in areas such as responsible customer acquisition, marketing, technology and anti-fraud innovation, design, customer service, and CSR.

"We would encourage credit card companies to take advantage of this unique opportunity to showcase initiatives and programmes in these areas. The Credit Card Awards also give the industry an opportunity to show how committed it is to delivering valuable and relevant products to its customers."

For more information, or for details on how to submit an awards entry, visit [www.thecreditcardawards.com](http://www.thecreditcardawards.com)

## Credit Card Awards Judging Panel

### Panel Chair

**Sandra Quinn**, Director of Corporate Communications, APACS

<b>Eric Austin</b> Consultant and Chair Financial Services Council DMA	<b>Marcel Knobil</b> Chairperson Creative & Commercial and Founder Superbrands
<b>Paul Bridge</b> Corporate Development Director AXA Insurance	<b>Kelley Knutson</b> Managing Director TSYS Europe
<b>Jonathan Flint</b> Managing Director, Corporate Citigate Dewe Rogerson	<b>Paul Lucraft</b> Vice President & General Manager, UK & Ireland MasterCard Europe
<b>Annich McIntosh</b> Managing Editor Card World and Fraud Watch	<b>Peter Mitchell</b> General Manager CAF Bank
<b>David Prosser</b> Personal Finance Editor The Independent	<b>Steve Round</b> Chief Executive Hurlstons Consulting
<b>Wendy van den Hende</b> Chief Executive, pfeq (Personal Finance Education Group)	<b>Nick White</b> Head of Personal Finance uSwitch
<b>John Woods</b> Chief Executive Moneyfacts Group	<b>A senior management representative</b> VISA UK

### For further enquiries, please contact:

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The Credit Card Awards aim to encourage best practice in the UK credit card industry by recognising the achievements and successes of companies and individuals operating within it. The awards will acknowledge organisations who advocate responsible customer acquisition, clarity of information and who support the community around them. Other award categories will focus on technological developments, product design, innovation and marketing. The inaugural annual awards event, sponsored by AXA, Citigate Dewe Rogerson and TSYS, will be held on Tuesday 7th February 2006 at the London Hilton on Park Lane.

Awards submissions will be invited from 7<sup>th</sup> July 2005 and close on 21<sup>st</sup> October 2005. Details of the awards categories and entry forms are available on the Credit Card Awards web site: [www.thecreditcardawards.com](http://www.thecreditcardawards.com)