

THE CREDIT CARD AWARDS

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UK CREDIT CARD INDUSTRY TO GET ANNUAL AWARDS CEREMONY

*The Credit Card Awards will recognise best practice,
innovation and quality of service*

The UK credit card industry is to get its first dedicated awards ceremony, with the launch of The Credit Card Awards (www.thecreditcardawards.com).

To be held at the London Hilton on Park Lane Hotel on Tuesday 7th February 2006, The Credit Card Awards will acknowledge the achievements of companies and individuals operating within the UK credit card industry over the previous 12 months.

The event will aim to provide a platform for the industry to recognise those exhibiting best practice as a beacon for the credit card industry to follow. The awards will aim to highlight and support initiatives which ultimately improve the customer experience such as providing better service, clearer product information, and introducing programmes to reduce fraud.

A panel of independent judges will adjudicate the awards, with companies invited to enter a host of categories recognising all aspects of the industry. Entries will be reviewed and category winners selected based entirely on merit. Awards categories will include responsible customer acquisition, product innovation, card enhancements, technology developments and marketing.

Details of specific awards categories, entry forms and the awards night arrangements, including the celebrity host, will be announced in July 2005, when the call for entries will be made.

The awards are being organised by Card Partnerships with backing from prime sponsors AXA and Citigate Dewe Rogerson.

“We are confident that The Credit Card Awards will assume a central role within the UK credit card industry calendar,” states Martin Fielding, CEO Card Partnerships.

“The UK credit card industry is the most developed in Europe, with over 60 issuers and over 1,500 different credit cards on offer. Latest figures show, there were 66.8 million credit cards in use in the UK and over 1.8 billion transactions*. The Credit Card Awards will aim to bring key players together to reward best practice and innovative developments in this important sector of the UK financial services industry.

“Credit card providers are working hard to develop and market services which meet consumer demand yet also encourage responsible use of credit. The innovations and best practice emerging deserve to be recognised.”

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Details of the awards and entry forms will be available on the Credit Card Awards web site: www.thecreditcardawards.com

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* 2003 figures from APACS

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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 and Citigate Dewe Rogerson, will be held on Tuesday 7th February 2006 at the London Hilton Hotel.

Awards submissions will be invited from 5th July 2005 and close in October 2005. Details of the awards categories and entry forms will be available on the Credit Card Awards web site: www.thecreditcardawards.com