

THE CREDIT CARD AWARDS

26 September 2005

INSURANCE PRODUCTS MOST USEFUL “ADD-ON” FEATURE FOR CREDIT CARDHOLDERS

New research* from The Credit Card Awards (the UK's first dedicated awards event for the credit card industry) and ICM (the market research company) reveals that Purchase Protection insurance is viewed by cardholders as the most useful add-on credit card feature.

The joint study by The Credit Card Awards and ICM shows that 45% of cardholders view “insurance cover against theft or damage to items bought on their card” as the most beneficial add-on feature, with travel accident insurance selected by a further 16% of cardholders as the most useful add-on.

A fifth of UK cardholders (20%) stated that reward schemes, such as AirMiles and nectar points, were the most useful add-on feature offered by credit card providers, while identity theft assistance was cited by a further 12%.

Martin Fielding, CEO of Card Partnerships (organisers of The Credit Card Awards) comments: “Our research shows that insurance add-ons are very important to credit cardholders, with insurance offered on purchases and travel accident insurance cited by the majority of respondents as the most useful add-on feature offered by credit card companies. With the recent removal of insurance benefits by some credit card companies driven by FSA regulatory changes, the credit card providers who introduce or who have maintained this kind of cover may have a competitive advantage. The Credit Card Awards will aim to recognise the achievements the providers of insurance initiatives through its award for the Most Successful Card Insurance Enhancement Programme of the Year, which will include both mandatory and paid-for programmes.”

The Credit Card Awards will acknowledge the achievements of companies and individuals operating within the UK credit card industry, providing a platform for the industry to recognise those exhibiting best practice. The awards will aim to highlight and support initiatives which ultimately improve the customer experience such as providing better service and clearer product information.

Insurance companies and intermediaries working with card providers who can showcase initiatives in this area are invited to submit entries in conjunction with card issuers by 21st October 2005 for the “Most Successful Credit Card Enhancement Programme of the Year – Insurance” category .

The Credit Card Awards are being organised by Card Partnerships with backing from prime sponsors AXA and TSYS. Category sponsors include Assurant Solutions, Deloitte, Domestic & General, First Data International, MasterCard, Royal Mail, Retail Decisions (ReD), Transaction Network Services, and Visa. The winners will be announced at a black-tie Awards Ceremony and Dinner on 7 February 2006 at The London Hilton on Park Lane. The deadline for entries is **17:00 on 21 October 2005**.

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

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* ICM interviewed a random sample of 1004 adults aged 18+, by telephone between 26th and 28th August 2005. Interviews were conducted across the country and the results have been weighted to the profile of all adults. ICM is a member of the British Polling Council and abides by its rules. Further information at www.icmresearch.co.uk

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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 TSYS, will be held on Tuesday 7th February 2006 at the London Hilton on Park Lane.

Awards submissions will be invited from 7th July 2005 and close on 21st October 2005. Details of the awards categories and entry forms are available on the Credit Card Awards web site: www.thecreditcardawards.com