



Media Release

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GE Money launches new Myer Visa Card

GE Money, Myer and Visa today launched Australia's first department store credit card with the new Myer Visa Card, a competitive loyalty based card offering shoppers the ability to earn MYER one shopping credits everywhere they shop.

The Myer Visa card combines a competitive interest rate, no annual fees for the first year and up to 62 interest free days with a highly competitive rewards program.

The new Visa card follows the runaway success of the Myer Black card, launched in November 2006, which has already attracted more than 150,000 customers, making it one of the fastest growing cards in Australia.

Managing Director, GE Retailer Solutions, Skander Malcolm, said that GE Money expects the new Myer Visa Card to attract a similarly enthusiastic response as the Myer Black Card.

"GE Money has been working with Myer for ten years so we know Myer shoppers extremely well," Malcolm said.

"Myer customers love to shop and be rewarded. The Myer Visa Card is meeting that need, offering 3 MYER one shopping credits per dollar spent at Myer with presentation of a MYER one card. These points are then converted into Myer gift cards.

"We expect a significant take up by new customers due to the convenience of the card features offered and generous shopping credits reward program."

The new Myer Visa Card represents the next phase of highly successful partnership between Myer and GE Money.

"GE Money provides Myer with the operational capability, experience and understanding of a combined store card and general purpose card business."

"Myer promotes world class products to its customers and it carries the Myer brand – one of the Australia's most iconic and well loved brands.

Application forms for the Myer Visa card are available on www.myervisacard.com.au, or in store.

Key features of the Myer Visa card

- Up to 62 days interest free on purchases
- 3 MYER one Shopping Credits per dollar spent at Myer (When a MYER one card is presented)
- Access to regular interest free on purchases
- Earn MYER one shopping credits at over 27 million store locations world wide
- No annual fee payable for the first year, and a low \$39 annual fee thereafter

Key features of the Myer Visa card (Cont.)

- 18.99% Annual Percentage Rate (APR)
- 1 MYER one Shopping Credit per dollar spent outside Myer (External points earning capped at 2000 per month)
- Points automatically redeemed for MYER one Gift Cards in line with the MYER one program

Media Enquiries

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About GE Money Australia and New Zealand

GE Money is one of Australia's leading consumer finance companies offering a range of consumer lending products. The company has assets in excess of A\$30 billion and over 3 million customers across Australia and New Zealand. Their financial services are distributed through numerous sales channels including over 12,000 retailers, 700 auto dealers, 5,500 brokers, 400 branches and the internet. GE Money also includes the Australian Financial Investments Group (including Wizard Home Loans). GE Money has been voted Finance Company of the Year in 2005 and 2006 by Money Magazine.



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