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## NEWS RELEASE

### **Another First From United Overseas Bank: An Interest-earning Current Account Exclusive For Women With Complimentary Insurance Protection**

**03 May 2005, Singapore** - United Overseas Bank (UOB) is pleased to announce the launch of **UOB Lady's Account**, the first interest-earning current account exclusive to women in Singapore that offers the combination of savings and insurance protection. To be launched on **4 May 2005**, the new UOB Lady's Account is the third product that UOB has designed specially for today's women.

Said Ms Sim Puay Suang, Executive Vice President, Personal Financial Services, "We recognise that women are an increasingly important market segment. UOB was the first to recognise the unique interests of women and specially created the UOB MasterCard Lady's Card in 1989, and the UOB Lady's Platinum MasterCard for elite women in March 2005. With the launch of the new UOB Lady's Account, we are going one step further to meet the specific needs of women by customising a current account to marry the benefits of savings and insurance protection."

UOB Lady's Account holders will also receive specially-designed statements and cheque books that reflect their special status as successful women with discerning taste.

#### **Complimentary Insurance Protection That Caters To Female Needs**

The complimentary insurance protection caters specifically to female needs, covering death, total and permanent disability, terminal illnesses as well as several female-related cancers and illnesses. Customers will find this feature a welcome supplement to their existing insurance coverage, at absolutely no cost to them. The insurance coverage is tiered according to the deposit balance in the UOB Lady's Account as follows:

Deposit balance*	Benefits on death/total and permanent disability/terminal illness	Benefits on female cancer/major illness
S\$20,000 - S\$50,000	20% of deposit balance (Up to a maximum of S\$10,000)	S\$5,000
S\$50,001 - S\$100,000	40% of deposit balance (Up to a maximum of S\$40,000)	S\$10,000
S\$100,001 and above	80% of deposit balance (Up to a maximum of S\$80,000)	S\$20,000

\* Based on the average monthly balance in the UOB Lady's Account for the past six months. Insurance coverage applicable only if the six-month average balance remains above S\$20,000.

In addition, UOB Lady's Account customers enjoy the following benefits:

### **Competitive interest rates**

The statement-based UOB Lady's Account offers competitive interest rates on the deposit balance maintained in the account, thus helping account holders grow their savings. The tiered interest rates are as follows:

Deposit balance	Interest rate (p.a.)
First S\$3,000	0.150%
Next S\$47,000	0.325%
Next S\$50,000	0.380%
S\$100,000 and above	0.500%

### **Anytime-anywhere access to the UOB Lady's Account**

UOB Lady's Account offers the convenience of 24-hour banking - either online via UOB Personal Internet Banking ([www.uobgroup.com](http://www.uobgroup.com)) or through the telephone via UOB Phone Banking (1800 22 22 121).

### **More choices and rewards with the UOB Lady's Account VISA Debit Card**

The UOB Lady's Account VISA Debit Card, which comes free-of-charge, offers account holders a world of choices and benefits that include:

- the convenience of using NETS when making purchases
- access to ATMs worldwide
- recognition at over 20 million VISA merchants worldwide
- exclusive quarterly merchant benefits and events specially organised for account holders
- an excellent range of rewards through the UNI\$ earned by using the UOB Lady's Account VISA Debit Card. Every S\$5 earns UNI\$1 which can be accumulated and redeemed for a wide selection of rewards from UOB's loyalty programme, UOB Rewards Plus

What's more, the minimum income for the UOB Lady's Platinum MasterCard has been lowered exclusively for UOB Lady's Account holders to S\$50,000 per annum. In addition, they will be eligible for a two-year fee waiver. (Currently, the minimum income required for the UOB Lady's Platinum MasterCard is S\$70,000 per annum.)

### **Opening a UOB Lady's Account**

A UOB Lady's Account can be opened at any UOB Group branch. Customers need only place an initial deposit of S\$20,000 to open a UOB Lady's Account and enjoy the complimentary insurance protection.

### **Exclusive Benefits**

From 4 May 2005 to 31 July 2005, a Welcome Pack offering vouchers and benefits worth over S\$2,000 awaits customers who sign up for UOB Lady's Account.

Further details on the UOB Lady's Account can be found in the Fact Sheet.

For more information, customers can call 1800 22 22 121 (24-hour), visit [www.uobgroup.com](http://www.uobgroup.com) or drop by any UOB Group branch to speak to our Personal Bankers.

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