
NEWS RELEASE

Say “Konichiwa” With The UOB JCB Platinum Card

The Card that brings Singaporeans closer to Japan

SINGAPORE, 9 September 2008 – United Overseas Bank Limited (UOB), Singapore’s largest card-issuer, together with JCB International Co., Ltd (JCBI) has unveiled the UOB JCB Platinum Card today, bringing Japan closer to Singaporeans as well as Japanese expatriates in Singapore. The Card will be the passport to over 1,000 Japanese dining, shopping, beauty and travel privileges at the finest merchants in Singapore and Japan.

In addition to exclusive privileges at renowned Japanese restaurants and beauty brands, both UOB and JCBI have also partnered with Japan Airlines (JAL) and popular Japanese shopping mall Liang Court to pamper cardmembers with unrivaled privileges. These include low fare deals to Japan, and privilege airport lounge access whenever they travel with JAL. Cardmembers also enjoy complimentary parking and mall-wide discount when they shop at Liang Court whose anchor tenants include Japanese supermarket Meidi-ya and Kinokuniya bookstores.

Ms Gan Ai Im, UOB’s Regional & Singapore Head, Cards & Payment Products said, “As the leading-card issuer, we constantly explore new market segments to bring greater value to our cardmembers. According to a report, outbound travel in the Asia-Pacific region is expected to grow by 23 per cent year-on-year, with Japan being one of the top travel destinations, the strength of the JCB brand and its suite of privileges in Japan will bring about greater convenience and privileges to UOB cardmembers.”

Ms Gan added that the market potential for the UOB JCB Platinum Card was great as, based on a survey conducted by the National Association of Travel Agents Singapore last year, Japan was ranked as one of the most favoured tourist destination among a majority of Singaporeans.

In 2007, over 150,000 Singaporeans travelled to Japan, a 31% increase from 2006. According to the Japan National Tourist Organisation, this trend is expected to continue to move upwards.

“The UOB JCB Platinum Card launch serves to strengthen UOB and JCB’s long-standing relationship and I am proud and happy to be part of it,” said Mr Akihiko Shigemori, Managing Director of JCB International Asia Pacific Pte Ltd.

“The UOB JCB Platinum is a new concept card leveraging the strengths of UOB and JCB to offer both Singaporeans and Japanese expatriates a very unique experience. Cardmembers will not only get to enjoy privileges in renowned Japanese establishments here and in Japan, they are also eligible to the wide array of benefits which UOB has to offer its cardmembers. I strongly recommend the Card to those who wish to indulge in the "Japanese way of life" be it in terms of Japanese cuisine, shopping or travel,” he added.

About United Overseas Bank

United Overseas Bank Limited (UOB) is a leading bank in Singapore with a strong presence in Asia. It provides a wide range of financial services through its global network of over 500 offices in 18 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and mainland China.

In Singapore, UOB is a market leader in the credit and debit cards business, and the private residential home loan business. It is also a dominant player in loans to small and medium-sized enterprises. Its fund management arm, UOB Asset Management, is one of Singapore's most awarded fund managers.

UOB is rated among the world's top banks by Moody's Investors Service, receiving B for financial strength, and Aa1 and Prime-1 for long-term and short-term bank deposits respectively.

UOB also plays an active role in the community, focusing on children, education and the arts. It has organised the prestigious Painting Of The Year Competition and Exhibition since 1982, and supports Very Special Arts Singapore which provides art programmes for the disabled. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's

Distinguished Patron of the Arts Award for the third consecutive year. UOB has also established the annual UOB Heartbeat Run to raise funds for charity.

For more information about UOB, visit uobgroup.com.

About JCB

JCB is an international credit card brand and the largest card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding overseas in 1981. Its merchant network includes 13.53 million merchants and spans 190 countries and territories. JCB cards are now issued in 19 countries and territories, with 58.08 million card members. As part of its international growth strategy, JCB has formed alliances with more than 350 leading banks and financial institutions globally to increase merchant coverage and card member base. JCB puts its experience and know-how to use in providing the highest quality services and value-added products to satisfy customers' every need. For further information, please visit the JCB corporate websites at: www.jcb-global.com/english or www.jcbcorporate.com/english.

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