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## **BRIT CARDS ARE A HIT WITH GUESTS**

### **The BRIT Awards 2008 with MasterCard**

MasterCard®, the official sponsor of The BRIT Awards and card issuer Newcastle Building Society have joined forces to provide guests of the UK's most celebrated music event of the year with a MasterCard® Prepaid PayPass card for exclusive use at the prestigious event.

The BRIT Awards – currently in its 28<sup>th</sup> year - celebrates its ten year anniversary of exclusive sponsorship by MasterCard in 2008 on 20<sup>th</sup> February and will be hosted by celebrity couple Sharon and Ozzy Osbourne; broadcast live on ITV1.

As a special promotion to mark the event, over 5,000 MasterCard® Prepaid PayPass cards will be distributed to seated guests with their BRIT Awards tickets. The MasterCard® cards will be available to use at kiosks to buy the official BRITs Album and also at bars inside the Earls Court Arena. The event is tipped to be one of the greatest nights in town with nominations including for Best Solo Male Mika, Leona Lewis for Best Female and Arctic Monkeys for Best Group.

The BRIT Awards are held in honour of all talent in the UK's music industry. This year MasterCard® are also offering all MasterCard® cardholders exclusive music offers and the chance to win tickets to see the show. For more information visit [www.mastercard.co.uk](http://www.mastercard.co.uk).

Dan Clappison, Head of Card Relations, Newcastle Building Society commented:

“We are delighted to be able to join forces with MasterCard® once again and offer these exclusive cards to guests of the BRITs. MasterCard® has a longstanding relationship with this prestigious music event and Newcastle is proud to be their chosen card provider.”

-ENDS-

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**About Newcastle Building Society**

Newcastle Building Society is the biggest building society based in the North East and one of the strongest mutual building societies in the country. With assets under management of over £4.4bn we are certainly large enough to cope but small enough to care deeply about the needs of our members. We are committed to providing a range of innovative and attractive investment products.

The Society is committed to remaining mutual and by doing so we feel we are better placed to continue to provide our investors with the quality of service expected from one of the country's strongest building societies.

Newcastle Building Society has over 60 live and a further 50 planned prepaid and debit card programmes including:

- Debit cards
- Retail gift cards – replacement of paper gift token.
- Mobile phone cards – combined top-ups and payments cards.
- Teen cards – 13-plus age introduced to card holding.

- Un-banked adults cards.
- Travel cards – Safe convenient alternative to travellers cheques.
- Corporate incentive cards – cards issued direct to employees as reward payments.
- Payroll and Payroll Plus cards – salary payments for employees.

The Society is a MasterCard® Principal Member, with the most MasterCard® approved prepaid programmes in the UK. We hold a SEPA licence and have live programmes in the UK, Ireland, Germany, Belgium and Italy.

### **About the BRIT Awards**

The BRIT Awards with MasterCard recognises talent in the UK music industry, it also contributes a huge amount to the development of British music through BPI charity, The BRIT Trust and The BRIT School, supporting young people through music and education.

Nominations for 2008;

- Best Male Solo Artist: Jamie T, Mark Ronson, Mika, Newton Faulkner, Richard Hawley
- Best Female Solo Artist: Bat for Lashes, Kate Nash, KT Tunstall, Leona Lewis, PJ Harvey
- British Group: Arctic Monkeys, Editors, Girls Aloud, Kaiser Chiefs, Take That
- British Album: Arctic Monkeys – Favourite worst nightmare, Leona Lewis – Spirit, Mark Ronson – Version, Mika – Life in Cartoon Motion, Take That – Beautiful World
- British Breakthrough Act – Bat for Lashes, Kate Nash, Klaxons, Leona Lewis, Mika
- British Live Act – Arctic Monkeys, Kaiser Chiefs, Klaxons, Muse, Take That
- British Single – The Hoosiers – Worried about Ray, James Blunt – 1973, Kaiser Chiefs – Ruby, Kate Nash – Foundations, Leona Lewis – Bleeding Love, Mark Ronson – Valerie Ft Amy Winehouse, Mika – Grace Kelly, Mutya Buena – Real Girl, Sugababes – About you now, Take That – Shine
- International Male Solo Artist: Bruce Springsteen, Kanye West, Michael Buble, Rufus Wainwright, Timbaland
- International Female Solo Artist: Alicia Keys, Bjork, Feist, Kylie Minogue, Rihanna
- International Group: Arcade Fire, Eagles, Foo Fighters, Kings of Leon, The White Stripes
- International Album: Arcade Fire – Neon Bible, Eagles - Long Road out of Eden, Foo Fighters – Echo Silence Patience, Kings of Leon – Because of the Times, Kylie Minogue – X
- Outstanding Contribution: Paul McCartney