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NEWCASTLE BUILDING SOCIETY AWARDED FOR INNOVATION IN PREPAID CARDS

Newcastle Building Society is celebrating following two wins at The Card Awards 2009 in London last week. The prize for Best Prepaid Card Marketing Campaign of the Year was awarded to the Society and Tuxedo Money Solutions from a shortlist of five for its work promoting the MasterCard Tuxedo card and account.

Newcastle Card Solutions also won Best Cross-Selling Programme of the Year with White Eagle for its Prepaid Card Migrant Program targeting migrant workers with a card and telephone offering. The Society was also Highly Commended in the category for Best New Prepaid Card Product of the Year, also for White Eagle, and nominated a further three times.

The awards, hosted this year by John Humphrys, recognised excellence and best practice in the cards payment industry.

Kriya Patel, Head of Card Solutions at Newcastle Building Society commented:

“We are delighted to have won two awards that recognise our innovative approach to prepaid cards. With over 160 live card schemes, we are more than equipped to deal with this expanding and increasingly popular area, and our experience in this sector is second to none. With prepaid card schemes looking set to remain in demand, we anticipate their popularity to continue throughout 2009.”

Katrina Bray, Marketing Manager at White Eagle commented: “This is a great achievement for White Eagle since we were the only prepaid card company in our winning category, up against the entire cards industry.”

ENDS

For further information please contact:

Nicola Green

Newcastle Building Society

0191 244 2024

Emma Bowden

The Wriglesworth Consultancy

020 7427 1411

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 £4.8bn 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 160 live and a further 10 planned in this quarter, 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 Card Awards

The Card Awards Dinner & Ceremony was held at Battersea Evolution London on Thursday 5th February 2009.

The full list of award winners is as follows:

Most Responsible Credit Card Lending Practices
Nationwide Building Society - 'Trust Us, Trust You'

Industry Personality of the Year
Peter Ayliffe

Best Online Initiative
Bank of America - MBNA Connect

Best Achievement in Customer Service
John Lewis Partnership and HSBC - Outstanding customer experience delivered the Partnership way

Best Technology Initiative of the Year
Manchester City Football Club and Bank of America - The Manchester City FC Stadium Card

Best Security or Anti-Fraud Development
HSBC Merchant Services - Merchant Staff Defalcation Monitoring

Best Industry Innovation of the Year
Barclaycard - Mobile Payments from Barclaycard

Best CSR Programme
The Co-operative Bank - Customers Who Care: How the Co-Operative Bank & Friends of The Earth helped shape UK Climate Law

Best CRM Programme
Bank of America - Football Digital CRM

Best Business Card Programme
The Royal Bank of Scotland - RBS onecard