



Newcastle Building Society record shortlist success

The Card Awards 2010

Newcastle Building Society has been shortlisted with a record 10 nominations at the national Card Awards to be held at the Grosvenor House Hotel in London on the 2nd February 2010.

The winners will be announced at the prestigious event, with an impressive guest list comprising of the leading organisations within the cards industry. Categories the Society has been shortlisted for are, amongst others, Best New Prepaid Card Product of the Year, Best Marketing Campaign of the year and Best Business Card Programme.

This is the fourth consecutive year Newcastle Building Society has been recognised for its successes in the card industry and marks the end of a very busy year for the team at the Society. Newcastle Card Solutions has had more than 200 card schemes launched and been involved in a string of exciting new projects. This includes the MasterCard® *repower™* project, which was a scheme to deliver a point of sale reload service for MasterCard® and Maestro® cards in Europe.

Kriya Patel, Head of Card Solutions said: "It is a great honour to be recognised for any award, but to be shortlisted for 10 is phenomenal. It marks the end of 2009 nicely having had many successes in this area of our business. It hopefully also paves the way for a great year in 2010 as we have a number of new developments and announcements planned."

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About Newcastle Building Society

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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 £4.5bn 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 products.

The Newcastle Building 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 200 live and a further 5 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 Cards Awards

Taking place on the 2 February 2010 The Card Awards recognise excellence, innovation and customer service in the card payments industry. The finalists have

been announced after a rigorous shortlisting process. The Card Awards are open in different categories to credit, debit, prepaid and charge card issuers, co-brands, and banking acquirers.

This spectacular evening is the only networking event of its kind in Europe and provides a superb opportunity to socialise with and meet some of the key players in the industry.

Categories Newcastle Building Society have been shortlisted for:

Best New Prepaid Card Product of the Year

Sponsored by Marsh Affinity UK

E.Z. Pay and Newcastle Building Society - *Escape Card*
Hiten Cards and Newcastle Building Society - *Hiten Card*
White Eagle and Newcastle Building Society - *Freedom Card*

Best Card Design of the Year

Hiten Cards and Newcastle Building Society - *Hiten Card*
White Eagle and Newcastle Building Society - *Freedom Card*

Best Prepaid Card Marketing Campaign of the Year

Sponsored by FIS

E.Z. Pay and Newcastle Building Society - *Escape Card*
Hiten Cards and Newcastle Building Society - *Hiten Card*
White Eagle and Newcastle Building Society - *Freedom Card*

Best Card Benefits Programme of the Year

E.Z. Pay and Newcastle Building Society - *Neon Card*

Best Business Card Programme

Tuxedo Money Solutions and Newcastle Building Society - *Tuxedo Corporate MasterCard Prepaid Card*

