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New Prepaid Card set to raise millions for Demelza Children's Hospice

- M-Cube and Newcastle Building Society bring charitable dimension to fast-growing financial solution -

Consumers are being offered the opportunity to help raise an estimated half a million pounds per year for Demelza Hospice for Children, simply by using a new prepaid MasterCard® card from M-Cube and Newcastle Building Society.

The Demelza Prepaid MasterCard, which is available now from www.demelzaprepaid.com offers many benefits associated with a prepaid card, with the added advantage that M-Cube will donate 100% of its profits from cardholder transactions to directly benefit children with life-limiting conditions.

In addition, Newcastle Building Society, the issuing bank behind the scheme, has waived its usual start up costs associated with setting up a prepaid card, and M-Cube has pledged to bear all other suppliers' costs in order for the charity to benefit as soon as people start using the Demelza Prepaid Card.

By purchasing the Demelza Prepaid card users can benefit from:

- Premier Discounts from a huge array of leading companies and organisations; including retailers, leisure centres, theatres and many more...
- Cash back rewards on selected purchases
- £2,000 worth of days out vouchers
- 2 months FREE DVD rentals
- 35 FREE music downloads
- 3 FREE magazines
- Exclusive monthly competitions with fantastic prizes
- Prepaid Card supplied
- Fixed usage fees

Prepaid cards are a rapidly growing financial solution, offering a modern and safe way to control and manage spending. The card, which carries the MasterCard Brand Mark, can be topped up like a mobile phone and used like a debit card, in any outlet where MasterCard is accepted.

Commenting on the launch, John Kerr, Finance Director at M-Cube said, "This card is not just another piece of plastic. It offers a genuine additional opportunity for cardholders to build a relationship with Demelza, which will help make a real difference to the charity's fundraising efforts. Our initiative with Demelza reflects our continued commitment to the not-for-profit sector and we are proud to maintain the firm's social conscience in today's commercial world.

"We were obviously keen to get the scheme live as soon as possible and Newcastle Building Society ensured this happened, working out of hours at no cost when necessary."

Kriya Patel, Head of Card Solutions at Newcastle Building Society said, "As a mutual building society we aim to be a socially responsible organisation, so when M-Cube approached us about the Demelza card we were happy to donate our services and time."

James Hanaway, Director of Fundraising for Demelza, commented: "This is a new and fantastic way to generate funds for Demelza. It costs around £7 million a year to provide our services and the prepaid card will definitely contribute. Not only will it benefit Demelza it will also benefit users with discounts and savings."

ENDS

*Based on predicted sales

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About M-Cube

M-Cube is the innovative leader in prepaid solutions. Partnering with leading technology and financial providers, M-Cube delivers prepaid solutions that are well-respected, and is a trusted white label service provider, offering reassurance to both prepaid partners and their customers. M-Cube delivers prepaid choice with the mission to drive the acceptance, distribution and adoption of prepaid in the market. For more information visit www.m-cube.co.uk

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 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. www.newcastle.co.uk

About Demelza

Demelza is an organisation providing hospice care for over 570 children with life-limiting illnesses and their families across Kent, East Sussex and South London through:

Residential Hospice Care

A care team at the eight bedded hospice in Kent, provides respite, symptom control, end-of-life care and bereavement support. Over 300 life-limited children and their families benefit from a wide range of facilities that include a multi-sensory room, Soft Play, Jacuzzi, and The Inclusion Zone for young adults. Available therapies include music, physiotherapy and aromatherapy. The care team, led by specialist children's palliative care nurses, make the most of every moment that the child spends at the hospice. Parents have described having the opportunity of an undisturbed night's sleep as pure luxury. At the end of the child's illness, we offer a comprehensive service of support using a bereavement suite - known as the Hop Garden - which enables a family to let go and say goodbye at their own pace. We share our expertise in childhood bereavement with organisations such as the Police and the bereavement charity, CRUSE.

Community Care

The Demelza community team provides a care service for over 150 children in East Sussex, South West Kent and South London with life-threatening and life-limiting illness and their families. The service complements the care offered at Demelza House with the community team's specialist paediatric nurses going directly into the family home to provide care, crisis intervention, an on-call service and respite. The service helps enable the family to live life, as a family, in their own environment and combined with short breaks and other services at the hospice offers flexibility in care provision. When a child reaches the end of its life the Demelza community team can offer the choice of 24 hour end of life care at home. The community team can provide medical help and expert advice in the home or can simply just allow Mum and Dad to be Mum and Dad again.

Capital Appeal

We are currently running a capital appeal to build and run a new hospice in South East London which is planned to open in early 2009. Once opened the new hospice will provide short breaks, symptom control, end of life care and bereavement services to over 200 children and families in this area.