

Newcastle Building Society to issue MasterCard® prepaid card for The Times newspaper

Newcastle Building Society with Tuxedo Money Solutions has launched a brand new prepaid MasterCard for use as a personal spend and travel card.

The Times prepaid card is the latest card to be issued by Newcastle Building Society and Tuxedo for three leading national newspapers. The card comes complete with the Tuxedo online **eaccount®** facility, designed to give customers maximum visibility and control over their money.

Features of the card include reliable travel money, in-store and online shopping offering cash back on online purchases and the ability to transfer funds to and from the **eaccount** using text, phone or online services. Managing multiple cards that are attached to the same **eaccount** also has the added benefit of enabling money sharing.

The Times prepaid card is not linked to a bank account and is a safe alternative to cash. Regular developments in the prepaid card market such as the use of new technology aim to accelerate the adoption of prepaid by UK customers.

An intense marketing campaign is planned for the launch, due to commence in April 2008. The co-branded card will include strong Times branding and dedicated articles will appear in The Times newspaper also around the time of launch. Newcastle Building Society and Tuxedo aim to issue several thousand cards in the first few months.

Kriya Patel, Head of Card Solutions, Newcastle Building Society said; "The launch of the prepaid card for a prestigious brand like The Times newspaper demonstrates that Newcastle Building Society is now recognised as a well established issuer of prepaid cards. Our strong partnership with Tuxedo Money Solutions allows us to work quickly and efficiently delivering products on time, to a high standard".

Mark Simon, Chief Executive Officer, Tuxedo Money Solutions added; "Newcastle Building Society and Tuxedo have now launched successful prepaid card schemes for three leading national newspapers. We are delighted to be working with Newcastle Building Society and together using the latest technology we can ensure our customers are one step ahead in managing their money".

- **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 £4.8bn 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 and that is why we are offering this Fixed Rate Bond.

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 60 live 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.
- Sub-prime cards – Un-banked adult's cards.
- Travel cards – Safe convenient alternative to traveller's cheques.
- Corporate incentive cards – cards issued direct to employees as reward payments.
- Payroll and Payroll Plus cards – salary payment onto card of sub-prime employee.

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

About Tuxedo Money Solutions

www.tuxedomoneysolutions.com

Tuxedo Money Solutions is one of the UK's leading prepaid card service providers.

Its first prepaid proposition was the Blue Diamond Card launched in March 2007, the first ever all-in-one card package to be sold over the counter in local retail stores throughout the UK and more recently it has teamed up with the Sun and The News of the World, Britain's best selling newspapers, to offer the Sun Tuxedo and News of the World Tuxedo cards. Many businesses have also partnered with Tuxedo to offer their own white label cards . Tuxedo additionally offers corporate solutions for Payroll, Expenses and Rebates. Tuxedo's strengths lie in the unique, scalable account technology that underpins the operation of its cards and the flexibility of marketing solutions and customer service it provides to its partnering clients. Tuxedo won the Best Prepaid Marketing Programme award at the 2008 UK Card Awards and was also a Winner for its Sun Marketing Programme in Las Vegas at the Paybefore Awards..