



Press release

Chong Hing Bank and MSN Hong Kong Co-Issue New MSN@VISA Card

(Hong Kong, 11 Jan 2008) Chong Hing Bank and MSN Hong Kong co-launched a brand new MSN@VISA credit card today. This exciting new card is designed to provide holders with more comprehensive and secure services and with higher added value.

Offered in a svelte black theme color, the new MSN@VISA card series also includes the “MSN Buddy Card” featuring the MSN Buddies. The Buddy Girl with her glittering red attire standing against a starry sky, will win the hearts of the ladies, while Buddy Boy in “blue” simmers with style. The unique feature of the two cards is that when they are put together, you can see Buddy Boy and Buddy Girl holding hands, signifying a feeling of complete togetherness. Meanwhile, the MSN@VISA platinum card sports the MSN Butterfly as its main design against the mesmerizing black background, signifying its holder’s superior status.

Chong Hing Bank and MSN Hong Kong have also re-launched the 「Gain Your Fun」 program, giving MSN@VISA cardholders amazing bonuses whenever they make purchases using the card. New cardholders also receive attractive welcome gifts, including a 1.5% cash rebate for platinum cardholders.

Mr. Leslie Chu, Country Manager of Microsoft, Online Services Group, Hong Kong and Macao said, “As we all know, most MSN users are young and from the higher education and income segment, and they use MSN to access information on the latest and most fashionable products. Now they can use the MSN@VISA card to purchase products and services at any online check-out, and live the ideal quality of life offline as well. To highlight the status of MSN users, we are also launching the 『MSN Consumer Lucky Draw Campaign』(Campaign name to be confirmed by client) which offers a HK\$1,800 cash rebate each month to the lucky winners. MSN and Hotmail users may also have their MSN Nickname embossed on the credit card, creating a passport for them between the online and real world and a closer relationship between MSN@VISA credit card users and MSN users.”

To promote the new MSN@VISA credit card, Chong Hing Bank and MSN Hong Kong have launched a series of promotional initiatives, including radio commercials, and an MSN@VISA credit-card activation ceremony was held on 20



January at Olympian City, featuring appearances by celebrities Kelvin Kwan and JJ. The fun-filled ceremony was a fitting occasion on which to celebrate the birth of the new MSN@VISA card.

For more information about the new MSN@VISA credit card, members of the public are welcome to call the MSN hotline on 3768 8808.

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