



Press Release (For Immediate Release)

29 September 2010

Dah Sing International Student Identity MasterCard and Dah Sing International Teacher Identity MasterCard

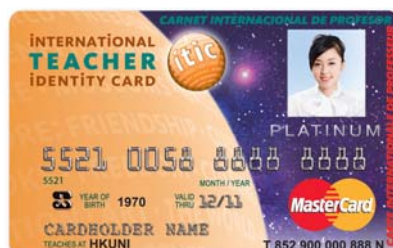
Dah Sing Bank, Hong Kong Student Travel Limited, International Student Identity Card Association and MasterCard Worldwide join hands to launch the Dah Sing International Student Identity MasterCard and Dah Sing International Teacher Identity MasterCard, which offer an array of exclusive travel privileges for full-time student and teacher. Cardholders are entitled to enjoy more than 40,000 travel offers in over 120 countries with the Card, as well as a generous cash rebate.

Personalized Card Faces

The card designs retain the large proportion of the original card face design as International Student Identity Card and International Teacher Identity Card. Cardholder's photo will be printed on the card face to symbolize the identity of international student and teacher.



International Student Identity MasterCard



International Teacher Identity MasterCard

Exclusive Privileges

- Step into a world of over 40,000 travel offers in more than 120 countries, including accommodation, sightseeing, arts and cultural activities, IDD, dining and entertainment, etc.
- Credit Card Cash Reward Scheme**
 - For retail spending of every HK\$250 will earn HK\$1 cash reward.
 - Get double cash reward (HK\$2 cash reward for every transaction of HK\$250) with overseas spending or spending on your birthday



3. Welcome Offer

- Hong Kong Student Travel cash coupon (worth HK\$200)
- Waiver of the HK\$100 ISIC / ITIC Membership fee for one year

4. Other Credit Card Offer

- Up to 1% cash rebate for transaction in supermarket / online payment
- 5X cash rebate for dining
- Comprehensive e-banking service
- Up to 50 days interest-free repayment period

Mr. Jimmy Wong, Chief Executive of Study Advisers International- Hong Kong Student Travel Limited said “Hong Kong Student Travel Limited as the Licensed Authority of the International Student Identity Card (ISIC) and the International Teacher Identity Card (ITIC) in Hong Kong and Macau since 1970, we are very excited with the launch of the “ISIC MasterCard” and “ITIC MasterCard” with Dah Sing Bank. We hope these two co-brand cards will bring about some 40,000 travel benefits in 120 countries to students and teachers and also to encourage them as well as young people to explore the world and to engage in cultural exchanges among themselves.

Mr. Jeroen van Son, Head of Hong Kong and Macau, MasterCard Worldwide, said, “As a leading driver of global commerce, MasterCard is committed to promoting international travel. We are pleased to develop the Dah Sing International Student Identity MasterCard card and Dah Sing International Teacher Identity MasterCard card with Dah Sing Bank, International Student Identity Card Association and Hong Kong Student Travel Limited to offer teachers and students not only convenient, reliable and secure payment solutions at over 30 million locations globally, but also exclusive privileges such as double cash reward for overseas spending.”

Mr. John Lam, Executive Director of Dah Sing Bank said “Dah Sing Bank is delighted to co-operate with three renowned institutions, Hong Kong Student Travel Limited, International Student Identity Card Association and MasterCard Worldwide to launch the Dah Sing International Student Identity MasterCard (ISIC) and Dah Sing International Teacher Identity MasterCard (ITIC). The Cards provide a series of exclusive worldwide privileges to eligible full-time students / teachers. With the Cards, cardholders are entitled as international students / teachers to enjoy over 40,000 travel offers in over 120 countries and generous cash reward. Upon successful application, cardholders will receive HK\$200 Hong Kong Student Travel cash coupon and enjoy waiver of the HK\$100 ISIC Membership fee for one year. We believe that the Dah Sing “ISIC MasterCard” and the



Dah Sing "ITIC MasterCard" will be welcomed by students or teachers who are travel lovers. By following our mission, "Customer Needs is our first and foremost priority", Dah Sing Bank will keep exploring innovative banking products and provide customers with quality banking services and privileges."

Customer Service Hotline : 2828 8168

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* For further details of product features and terms and condition, please refer to promotion leaflets.