



MEDIA RELEASE

MASSIVE INTEREST IN NEW VIRGIN CREDIT CARD – 50,000 APPLICATIONS IN FIRST WEEK

21 May 2003 – Australians are embracing Virgin's latest offering, with the new Virgin Credit Card attracting more than 50,000 applications in the first week.

Virgin Money Australia Managing Director Rohan Gamble said the extraordinary response was proof that customers were seeking a better deal from financial institutions.

After spending a week on the road with Sir Richard Branson promoting the card, Rohan said he was struck by the uniformly positive nature of the response.

"Australians are fed up with the raw deal they've been getting and have been very quick to pick up on the great value offered by the Virgin Credit Card," he said.

"Put simply, we're offering a financial product superior to anything else on the market, combined with our unique approach to rewards, backed by great service – these are the things that credit card customers told us they wanted and we have delivered."

"People have actually been coming up to us and cutting up their current cards and thanking us for offering this great new product."

"Judging by the initial response, we're confident the Virgin Credit Card will prove an outstanding success and that applications will continue to flood in over coming weeks and months as more people take advantage of the best offer on the market."

Key features of the Virgin Credit Card are:

- **no annual fee** – guaranteed for life;
- **introductory interest rate of 4.9%** for six months from sign up - covering both balance transfers from other cards and new purchases;
- **ongoing interest rate of 11.9%** - one of the lowest rates in the market;
- **up to 55 days interest free** - no other card offers more; and
- **Mates Rates™ rewards** - offering discounts and privileges from both Virgin and non-Virgin companies. This is not points based and there is no fee to enjoy Mates Rates rewards, which is available to all card-holders.

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For further information or to arrange an interview with Rohan Gamble, please contact Kirsty Lamont, public relations manager, on (02) 9338 6100.

There's no funny stuff, just money stuff. <http://virginmoney.com.au>