



News release – Sydney

1 April 2005

## IS THAT A SAUSAGE IN YOUR POCKET?

### Virgin Money launches new scratch'n'sniff credit card

In another first to shape the world of finance, Virgin Money is launching a sizzling new addition to its colourful menu of plastic. Australians will be the first to catch a whiff of the scratch'n'sniff credit card when it hits our shores on April 1, before rolling out worldwide later this year.

The scratched 'aroma' will embody the spirit of Australia, reminding owners of a freshly barbecued snag. Virgin Money expects the new card to be particularly popular amongst Aussies travelling overseas who are seeking a mouth-watering memento to remind them of home.

Virgin Money Director, Chris Thornton, said Virgin Money is always looking for new ways to brighten up the credit card market.

"Our customers love the choice we offer with the five coloured credit cards, so this was the obvious next step. If scratch'n'sniff proves successful, we'll look to introduce new flavours matched with card colour so that cardholders can choose one to reflect their tastes," he continued.

The new scratch'n'sniff credit card is backed by MasterCard, ensuring it will be accepted in 22 million locations worldwide.

Leigh Clapham, Senior Vice President & General Manager, Australasia, MasterCard International, added, "MasterCard is always keen to support new initiatives and welcomes the opportunity to be involved with a ground-breaking new product. We expect credit card providers around the world will soon follow Virgin Money's lead and launch their own scratch'n'sniff offerings."

The scratch'n'sniff credit card is being supported by a print advertising campaign and will launch in Sydney's Wynyard Park at 12noon on 1 April at a celebratory BBQ.

Virgin Money will initially trial the new card amongst 1,000 cardholders. Consumers interested in taking part in the trial can apply at [www.virgincreditcard.com.au/sausage](http://www.virgincreditcard.com.au/sausage) or by calling 1300 783 106.

- Ends -

#### **About Virgin Money:**

Virgin Money launched in Australia in May 2003 to shake up the financial services industry. Virgin Money's first product, the Virgin Credit Card, is the first to combine a low interest rate, no annual fees and up to 55 interest free days with valuable, instant rewards. In the UK, Virgin Money offers a wide range of financial products including credit cards, personal loans, savings account, unit trusts, pensions, share dealing and general insurance. Virgin Money is wholly owned by the Virgin Group. There's no funny stuff, just money stuff. <http://virginmoney.com.au>

#### **Further information or interviews:**

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