

Press Release

Outstanding innovation recognised at the Cards International Global Awards 2009

Standard Chartered, Equens, Bank Asya, Welcome Real-time – are some of the winners in this year's awards for excellence in global cards and payments

London, 23 June 2009 – *Cards International*, the leading global publication for the payment card industry and part of VRL announced the winners of its Global Awards 2009, at a prestigious dinner held on the 18 June in Prague. The awards recognise the leaders and innovators within the diverse and dynamic cards and payments industry.

This year's roster of winners is noteworthy in that it includes not just large well-established players such as Standard Chartered and BNP Paribas, but also many smaller more agile companies who are also making an impact in the cards industry. Such as Rêv Worldwide, Fiserv and Welcome Real-time, who were recognised for their innovations in the loyalty sector.

The Cards International Global Awards Dinner took place at The Clarion Congress Hotel in Prague. This impressive black-tie event included senior payment industry executives from all over the world. The awards ceremony formed part of VRL's Cards & Payments Europe Conference and Expo, attracting hundreds of decision makers and key players from around the globe.

The 10 awards categories covered a wide range of areas, including best new credit, debit and prepaid card product launches, best innovation in a loyalty programme and best commercial card issuer. A panel of judges selected the winners from among those organisations nominated by readers and included the editorial team from Cards International, VRL, and an external panel of recognised international industry consultants.

Victoria Conroy, Editor of *Cards International*, comments: "Much has changed in the financial world since last year's awards, with the global economic slump fundamentally altering the payment landscape. This year's event acknowledged some of the outstanding innovations that are helping payment players to recruit and retain customers in an uncertain economic climate."

To view a full list of winners, please visit www.cpeurope.com

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About the Cards and Payments Europe Conference, Expo and Global Awards Dinner

The Cards International Global Awards ceremony forms part of the Cards and Payments Europe Conference and Expo, a two-day event focusing on recent and future developments in the cards and payments industry. The event is organised by VRL, publisher of *Cards International*. Further information and programme details can be found on www.cpeurope.com.

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