



PRESS RELEASE

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South Africa 2010:

ValuCard activates *Hopes & Dreams* promo

With less than 200 days left until the 2010 FIFA World Cup kicks off in South Africa, ValuCard Nigeria Plc in partnership with Visa International has activated a promo that will see 5 Visa cardholders and their partners go on an all expense paid trip to the rainbow country to see the World Cup billed to start from June 11, 2010.

The activation which runs from December 2009 until March 2010 seeks to reward merchants who accept payments via Visa cards through (PoS) Point of Sale terminals at their outlets and locations. The ValuCard promo for the FIFA 2010 World Cup in South Africa also aims at seeing Visa cardholders achieve their hopes and dreams of being part of the World Cup taking place on the African continent for the first time.

Speaking on the need for the promo, Agada Apochi, ValuCard Executive Director said the campaign was not to project the image of Valucard Nigeria Plc but to contribute to the economic growth of Nigeria. ‘We believe if we are able to reduce cash that is kept outside the banking system, there would be greater activities in the economy. If a cardholder uses card for payment more money will be available in the banks to lend to businesses. With a Visa card, you don’t need to take the cash out. But you need not just any card but a card that is secured, that is EMV complaint and, that is Visa card. We have invested so much in EMV compliance and that is why the banks can now issue Visa cards.’”

For cardholders, the full package of the ValuCard “Hopes & Dreams” promo include air tickets, match tickets, hotel accommodation and guided tour for both the winner and a chosen partner. In addition to the reward for five Visa cardholders and their partners, 5 merchants who accept payments with Visa cards stand a chance to win N1m each in the ValuCard promo. In the final analysis, everybody wins; both buyers and sellers that use visa card for payments. Bank accountholders who do not yet have the Visa/VPAY cards are implored to go to their banks and request for a Visa/VPAY card; merchants are also encouraged to grow their customer base by accepting Visa cards as a means of payment at their outlets, in addition to standing a chance to win the N1m prize money.

‘We are telling every Visa/VPAY cardholder to continue to pay with their cards and increase their chances of winning in the promo,’ the ValuCard boss said.

The ValuCard “Hopes & Dreams” promo was made possible by Visa International, one of the major sponsors of the FIFA 2010 tournament.

About ValuCard Nigeria Plc

ValuCard Nigeria Plc is a Payment Card Industry Service Provider. We are a *Principal & Plus* Member of Visa; owned by Visa Inc. and a consortium of leading Nigeria banks. Our major businesses are Processing and Acquiring Services. We also provide value-added services & solutions.

As joint acquiring company for Visa and its Nigerian member-banks, we have a secure and reliable acquiring network enabling Visa cardholders from all over the world to make payments securely at merchant locations in Nigeria. As Processor, we enable our clients globally to issue Visa cards to their customers and also to accept Visa cards at their acceptance channels

With over 10 years experience in the electronic payment space, we pride ourselves as the leading Payment Card Industry Service Provider in sub-Saharan Africa. We pioneered the issuance and acceptance of EMV cards in sub-Saharan Africa, leading to migration of payment cards in Nigeria from magnetic stripe technology to EMV standards and technology.

For Enquiries please contact:

Tony Abaye

Corporate Services Group,

ValuCard Nigeria Plc,

3, Idowu Taylor Street,

Victoria Island,

Lagos.

Tel: +234 1 2703010, 2703013/14,

M: 234 (0) 803 715 1555

Email: info@valucardnigeria.com,

anthony.abaye@valucardnigeria.com

Web: www.valucardnigeria.com