



**Introducing the First Premier Travel Prepaid MasterCard® through GCEN;
foreign exchange the prepaid way**

Payment Card Technologies' first card scheme of 2011 went live this week. PCT have launched the innovative new prepaid travel programme under its own First Premier Travel brand. This generic branding gives FX companies the advantages of a solution offering speed to market and easy implementation.

The first company adopting the white-labelled programme is Global Currency Exchange Network (GCEN). GCEN offer a professional, efficient and cost-effective service to individuals and corporations needing to buy or sell currency on an international level. They have a wealth of experience in dealing with clients requiring foreign currency for purchasing a property abroad or those migrating to another country. Keen to offer their customers all available safe and secure methods of buying and carrying currency, GCEN chose Payment Card Technologies (PCT) to manage and produce a MasterCard Prepaid card.

For GCEN the launch of the new card means the ability to offer their customers a wider choice in terms of their currency payment options; whilst for their customers, it means that they can travel internationally with greater flexibility and peace of mind, knowing that that they can use the card anywhere displaying the MasterCard Acceptance Mark.

Customers are guided through an online sign up process to purchase currency which is then pre-loaded onto a First Premier Travel card, in either Euros or Dollars, where competitive exchange rates are fixed at the point of purchase. The card is delivered, ready to activate and use.

Like a debit card, the prepaid card can be used in shops, and restaurants, or to withdraw cash from ATM's worldwide. GCEN and PCT have worked closely to ensure that all fees are low, highly competitive, and upfront. There are no hidden fees or additional charges that creep onto the card, making it a great choice to help manage holiday spends whilst away. Once funds have been spent, the card can be reloaded online quickly and easily. In short, the First Premier Travel card is a great alternative to cash, or travelers' cheques for anyone looking to spend time abroad.

Ian Clowes MD of PCT said "we are delighted to be launching our new innovative First Premier travel product with GCEN who have been an excellent client, helping to set new standards in product implementation".

Cards are available to purchase now at www.gcen.co.uk/card.

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