



## World First MasterCard® Prepaid Currency Card – Another great new currency card launched by Payment Card Technologies

World First, a leading independent foreign exchange company have teamed up with prepaid card specialists, Payment Card Technologies to bring to the market, the World First Currency Card.

The World First card will be a further addition to PCT's expanding client base, particularly within the travel sector. The team at PCT offer a wealth of experience within the travel FX market place, and have been able to provide World First with a first class bespoke programme, tailored to both their business and their customers.

Issued by Newcastle Building Society and licensed by MasterCard, the card provides World First customers with all the associated security features that come with the MasterCard brand. With global recognition, customers can be assured that, whilst abroad, the card will be accepted wherever the MasterCard Acceptance Mark is displayed.

The concept for the cards is simple - upon card application, funds are loaded in the currency of choice, with World First securing highly competitive exchange rates which are fixed at the time of purchase. Consequently, the pre-loaded cards offer a great alternative to carrying cash, travellers' cheques, or using credit or debit cards which don't always provide the best exchange rates.

As with many other programs delivered by PCT, secondary cards can also be purchased by the Primary cardholder. This enables a partner or teenager to receive a card which is linked to the Primary card. Funds can then be moved across to the linked card quickly and easily online or via SMS. This feature is great for parents with teens who are studying or travelling abroad, ensuring that their loved ones have the funds they need, whilst safe in the knowledge that they are unable to spend above their means.

Prepaid cards are fast becoming a popular way through which to buy and spend currency, providing a neat package that more and more private and business travellers are taking advantage of.

Currency cards the prepaid way provides *customers* with:

- A quick and easy way to purchase currency, through a simple online application
- A card delivered to the door
- The security and convenience that comes with carrying cards rather than cash
- The ability to spend your cash abroad, wherever the MasterCard Acceptance Mark is displayed
- Facility to
- top the card up with more cash when funds run low

Currency cards the prepaid way provides *businesses* with:

- Exposure to a new and profitable customer base
- Fantastic competitive advantage in a tough economic climate
- Increased brand exposure with on card and in pocket branding
- A wider choice of financial products for existing customers
- A cheap alternative to timely, expensive, and out dated cheques

To find out more about PCT and their programmes, visit [www.paymentct.com](http://www.paymentct.com).