

UK, London – May 23rd 2011

Payment Card Technologies launches new Brittany Ferries MasterCard® prepaid card



PCT have launched their fourth prepaid card programme in as many months. Blue chip client Brittany Ferries inevitably wanted to choose a programme manager with high credentials and recognised PCT as experts within the travel sector.

In a new approach, PCT invited their existing client, FairFX, to work with them to deliver a new card for Brittany Ferries. Using the FairFX platform was a key driver in the success of the project enabling PCT to leverage the skills, systems and expertise within the business to create a great new proposition for Brittany Ferries. This unique and flexible approach to a new card set up provides PCT with huge advantage over other programme managers by sharing resources, making cost savings and offering an alternative but streamlined prepaid solution.

This fantastic strategic partnership means that Brittany Ferries customers benefit from FairFX's reliable and valued FX services while FairFX will leverage the processing capabilities of its state of the art web based platform with additional customer and foreign currency volumes. In a highly competitive market place, the card offering provides Brittany Ferries with a relevant and targeted USP, encouraging sales uptake whilst also providing them with an additional revenue source.

The card is available to all* but marketing effort is being focussed directly at their existing client base via a range of e-campaigns, with preferential rates being offered to valued customers.

The card will revolutionise the way that their customers will have previously bought and spent their travel money. Purchasing currency in this way potentially enables their customers to save time, money and hassle with exchange rates being locked in at the time of purchase, and with the currency delivered onto the card and to their door in time for their holiday.

John Napton Management Accountant for Brittany Ferries commented that ' We are always looking for the best ways to maintain the provision of our quality services to our clients. We believe that in the highly competitive market of foreign exchange it is important to evolve these services to meet our clients' expectations and needs. We believe that the Prepaid card will be the way that the majority of UK clients will spend Euros in the future, and to this aim we approach PCT to delivery the required be-spoke solution. We are pleased to be working with PCT and its' partners to support this

venture and are confident that they will all be able to continue to deliver the quality of service necessary to us and our clients on this branded product'

Managing Director Ian Clowes commented that 'We were pleased to be able to go above and beyond for Brittany Ferries. Using the FairFX platform was the most obvious solution for us, with its robust system and highly regarded product which lent itself to be used to integrate the Brittany Ferries product. The project certainly wouldn't have been possible without the great working relationship we have with FairFX and our other strategic partners'.

* Over 18 years old

MasterCard is a registered trademark of MasterCard International Incorporated. The Card is issued by Newcastle Building Society ("NBS") pursuant to licence by MasterCard International Inc. NBS is authorised and regulated by the Financial Services Authority as an issuer of e-money (registration no. 156058)

Editors notes

About Payment Card Technologies

Payment Card Technologies Limited (PCT) is an international prepaid and debit card programme manager with offices in London and Dublin. Formed in 2007 and co founded by Frank Lambe (Chairman) and Ian Clowes (MD), PCT acquired Chester based First Prepaid and Affinity Cards in 2008. PCT now delivers some 14 card schemes with clients including FairFX and World First, along with a number of consumer schemes including Oakam Financial Services and Talksport. PCT also provides consultancy services on an international basis to programme managers, card service providers and financial institutions.

For further information, please

Visit www.paymentct.com.

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About Brittany Ferries

A French owned company BAI (Bretagne-Angleterre-Irlande) was created in 1972 for the purpose of exporting agricultural produce, this became Brittany Ferries in 1974 to develop the passenger and holiday side of the business. Now the company operates a fleet of nine vessels, of which four have been custom built for ourselves in the last six years. These vessels operate from four countries and ten ports, with the Port of Bilbao being operated by Brittany Ferries for the first time this year. The eleven regular scheduled routes between these ports provide a high

quality service for both the freight and passenger markets. The Brittany Ferries group carried over 2.5 million passengers and 189k freight vehicles in 2010.

For further information, please
Visit www.brittanyferries.com

About Frank Lambe

Frank Lambe, Executive Chairman, is a co-founder of Payment Card Technologies. Frank was formerly Head of Cash Development at Alliance & Leicester, Director of Alliance & Leicester Cash Solutions and has some 38 years banking experience with a particular focus on the payments market. At Alliance & Leicester, he was responsible for establishing and successfully growing the Bank's prepaid card business. In other roles, he was responsible for managing major banking outsourcing relationships including partnerships with Group 4 Securitas, Nationwide Building Society and Lloyds Banking Group. Frank has also been a member of a number of senior APACS committees and Bank of England committees.

About Ian Clowes

Ian Clowes, Managing Director, is a co-founder of PCT and a former Director of Abbey National and Unisys. As a key player in the Payments industry, sitting on main industry boards (APACS council, BACS, Cheque and Credit clearing Ltd etc) he was responsible for setting up Abbey National's payment business (cards, cash, cheques, electronic, international) winning prestigious contract including the Bank of England's clearing.

About Newcastle Building Society

About Newcastle Building Society's Card Solutions Division www.nssl.info

Card Solutions offers BIN sponsorship, card issuance, settlement services and complete regulatory compliance. It is currently ranked as the largest provider in UK and Europe by MasterCard on monies settled, and seventh globally on MasterCard prepaid network, with over 300 live schemes. It has over 1.25 million of its issued cards active month on month carrying out over 1,700,000 transactions.

- Card Solutions issues a range of card programmes including:
- Debit cards Retail gift cards – replacement of paper gift token
- Teen cards – 13-plus age introduced to card holding
- General spend cards for adults without access to banking facilities.
- Travel cards – Safe convenient alternative to travellers cheques.
- Corporate incentive cards – cards issued direct to employees as reward payments.
- Payroll and Payroll Plus cards – salary payments for employees.

The Society is a MasterCard® Principal Member, with the most MasterCard approved prepaid programmes in the UK. Card Solutions holds a SEPA licence and have live programmes in the UK, Ireland, Germany, Belgium, Poland, Spain, Italy, Portugal and Hungary.