
NEWS RELEASE

United Overseas Bank Limited Launches e-Uni\$ - A Revolutionary Online Rewards Programme

Singapore, 31 January 2001 - United Overseas Bank Limited (UOB) is pleased to launch tomorrow, 1 February 2001, a unique rewards programme that rewards UOB customers with e-Uni\$ whenever they perform their personal banking transactions at www.uobgroup.com. Unlike other rewards programmes, customers can choose to redeem their e-Uni\$ from not just one rewards programme, but a wide range of programmes, including UOB Rewards Unlimited, AsiaRewards™, MoreRewards, SingTel and SurfGold. On top of that, they can also convert online their e-Uni\$ to points under any of these rewards programmes.

Said Ms Iris Chua, Senior Vice President of uobgroup.com, "Since the launch of uobgroup.com in October last year, we have enjoyed tremendous support from our customers, with an over 80% increase in the number of online transactions. With our e-Uni\$ programme, we can now reward our customers for banking online with us. As there are already several rewards programmes around, we've taken the initiative to form strategic tie-ups so as to provide customers with choice gifts and the flexibility to even convert and consolidate their points to the rewards programme of their choice.

Added Ms Chua, "Also, our e-Uni\$ programme is a way for us to pass on the cost savings from online banking to our customers. We will continue to enhance our online services to provide more opportunities for our customers to enjoy such cost savings. We also want to encourage those who are not already banking online to experience the ease and convenience of doing so and to start enjoying the rewards."

For every enquiry or transaction that a customer performs at UOB Personal UniBanking (previously known as UOB CyberBank), they will be rewarded with e-Uni\$*. They can view the online catalogues of the various rewards programmes and redeem their e-Uni\$ all online at www.uobgroup.com for rewards - from shopping to dining to luxurious getaways.

Launch Promotions

To coincide with the launch of e-Uni\$, UOB has lined up a host of special promotions:

Weekly Cash Rewards

The first 30,000 UOB customers who sign up for the e-Uni\$ programme by 28 February 2001, and perform at least four transactions each week* will be rewarded with cash. They can earn S\$3 weekly and up to S\$12 monthly from 1 February to 30 April 2001. In addition, they will also earn e-Uni\$ for performing the same transactions.

Weekly Lucky Draws

UOB will also be holding 52 exciting online weekly lucky draws with a weekly prize of either cash or a prize worth up to S\$1,000. To enter, UOB customers simply have to log on to UOB Personal UniBanking each week. Further details of the lucky draw, including the terms and conditions, are available at the e-Uni\$ web pages at www.uobgroup.com

Refer A Friend

In addition, customers will earn 20 e-Uni\$ for every friend or family member they can get to bank online by 30 April 2001.

For an Access Code and Personal Identification Number to access UOB Personal UniBanking, customers can apply at any UOB Group branch, UOB ATM, online at www.uobgroup.com or by calling 1800 22 22 121 (24 hours, toll-free).

* Terms and conditions apply. Please refer to www.uobgroup.com for details.