
NEWS RELEASE

Extra Cash, Extra Quick

Grab up to S\$10,000 with UOB CashPlus!

10 October 2005, Singapore - United Overseas Bank Limited (UOB) will re-launch the UOB CashPlus tomorrow with an exciting "Grab the Cash Contest", the first ever travelling game show, where customers stand to win up to S\$10,000.

UOB CashPlus is an innovative personal line of credit that offers customers extra cash, extra quick. With a generous credit limit of up to S\$120,000 or twice the customer's monthly income (whichever is lower), CashPlus provides the ideal hassle free financing. Other CashPlus features include an easy monthly repayment of as little as S\$30 or 3% of outstanding amount, whichever is higher; a low promotional interest rate of 3.8% p.a. for 6 months from date of account opening and free cheque books. CashPlus also earns the customer interest on credit balances. Outstanding balance earns UNI\$, which can be redeemed for gifts with UOB Rewards Plus.

First Vice-President and Head, Loans, Mr Kevin Lam, said: "UOB continues to come up with innovative ways to market our products. With the recent pick-up in the economy, it's a good time to have a product that gives you cash to capitalize on the opportunities. UOB has thus grabbed this opportunity to re-launch the UOB CashPlus to provide extra cash, extra quick."

UOB CashPlus "Grab the Cash Contest"

The re-launch of the UOB CashPlus will feature the first ever travelling game show. New customers who sign up with UOB CashPlus at the venue, as well as existing customers, will have the chance to step into the Cash Box to grab as much cash as they can in 15 seconds. The Cash Box will be filled with S\$10,000 cash in S\$10, S\$50 and S\$100 denominations.

The top three customers who gather the most cash each day will make it to the Grand Finale. The 18 finalists over the six qualifying rounds will compete at the Grand Finale where each will be given 30 seconds in the Cash Box.

The two finalists who gather the most cash in that round will then compete for the first prize of S\$10,000 by grabbing as much cash as they can in one minute. The winner here walks away with S\$10,000. The runner-up receives twice the amount of cash grabbed in the one minute segment.

The remaining 16 finalists each receive the amount grabbed during the 30 seconds segment. "Grab the Cash Contest" will take place over three weeks, culminating with the Grand Finale on 30 October 2005.

The Game Show Schedule is as follows:

Date & Time	Venue
13 – 14 October, 11am – 6pm	UOB Atrium, Raffles Place
21 – 22 October, 11am – 8pm	The Heeren, Orchard Road
28 – 29 October, 11am – 8pm	Hello! SingTel, Orchard Road
30 October, 11am – 8pm	Hello! SingTel, Orchard Road

About United Overseas Bank

UOB is a leading bank in Singapore that provides a wide range of financial services through its global network of 385 branches, offices and subsidiaries in 18 countries and territories in Asia-Pacific, Western Europe and North America. It has banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and the Philippines.

UOB is focused on enhancing its leadership in the consumer market, and is today, the largest credit card-issuing bank in Singapore with a card base that has reached 1 million. The Bank also has the largest base of merchants in Singapore, both for consumer and commercial credit card acceptance. There are currently more than 20 co-brand cards in its stable, covering the retail sector, service providers and non-profit organisations.

For more information on UOB, visit www.uobgroup.com.

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