
NEWS RELEASE

The United Overseas Bank Celebrates The Fifth Anniversary of Its Dining Privileges Programme

05 September 2007, Singapore - The United Overseas Bank Limited ("UOB") celebrates its fifth anniversary of its dining privileges programme and as part of the celebrations, the leading credit card issuer in Singapore will treat 600 UOB Cardmembers to a special dining experience topped with the viewing of the movie "No Reservations". These 600 cardmembers were lucky earlybirds who responded to Class 95 FM give-away promotion on the 22 and 30 Aug 2007.

The uncanny timing of a movie that passionately speaks about dining pleasures echoes UOB Credit Card's own love affair with food. The 5th September event will be played at GV Max, home to Singapore's largest cinema which is the ideal setting for the credit card with the most comprehensive dining programme. Accompanied by a catered buffet spread which replicates the menu from the movie, this event provides UOB Cardmembers a treat for all senses.

The culinary delights will be prepared by Park Hotel Group's Corporate Chef, Ivan Yeo, an award-winning executive chef internationally acclaimed in the culinary scene. Park Hotel Group's latest inclusion to its group of restaurants, RSVP at Park, provides a unique tie-in with the movie, "No Reservations", coincidentally creating a pun on the names of the restaurant and the movie.

UOB is a pioneer in the area of dining privileges, being the first to identify the need for a concerted and strategic platform to showcase credit card dining privileges. As the leading card issuer with a base of over one million¹, UOB has always indulged its Cardmembers, especially with Singaporeans' favourite past-time - eating. In fact, UOB was voted to have the Best Dining Programme by popular online community for foodies, www.hungrygowhere.com, where bloggers gave UOB the highest rating among the eight banks surveyed.²

UOB Cardmembers have something new to look out for all the time. The card issuer is committed to sniffing out the latest trends and sourcing for up-and-coming F&B outlets. For instance, the Dempsey Hill offers which are exclusive for UOB Credit Cardmembers. To provide an all-rounded dining experience, experiential dining treats are regularly engineered for our Cardmembers, going beyond just good food. Most recently, Cardmembers had the opportunity to get up close and personal with the cast of *The King and I* at China Club, while enjoying a sumptuous buffet spread.

Gan Ai Im, UOB's Head of Cards and Payment Products said, "As the leading card issuer in Singapore, we pride ourselves on staying on top of the latest dining trends and this is what differentiates us from our competitors. The dining experience is ever-evolving; it is no longer a simple act to fulfill one's hunger but an experience that spreads across events and entertainment. We seek to marry more of such experiences together and engage our Cardmembers at every part of their lifestyle."

Beginning with flat discounts, UOB broke new ground with the highly popular one-for-one promotion as well as one-dines-free mechanics, birthday treats, wine pairing and chill-out events, to the present unique dining experience for Cardmembers. With a dining programme catered for the masses, as well as diners who prefer mid-tier and premium dining, Cardmembers certainly have a lot to look forward to from the UOB Dining Privileges Programme, especially with an ever-expanding merchant base.

¹ Accurate as of 4 Sep 2007.

² As polled in May 2007.

About United Overseas Bank

UOB is a leading bank in Singapore that provides a wide range of financial services through its global network of over 500 offices 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 exceeded one million. The Bank also has the largest base of merchants in Singapore, both for consumer and commercial credit card acceptance.

For media enquiries, please contact:

Gayle Tan
Group Communications Division
United Overseas Bank
Phone: 6539 2226
Email: Gayle.TanLJ@UOBgroup.com