
NEWS RELEASE

A Safari of Privileges With UOB Credit Cards!

*A SMART\$ Way to Earn Rebates on Your Next Trip To The
Singapore Zoo and Night Safari*

31 January 2008, Singapore - Now there is one more reason to get up close with the wildlife! United Overseas Bank Limited welcomed Singapore Zoo and Night Safari into the UOB SMART\$ Programme on 15 December 2007. Since then, the Programme has helped the renowned parks to garner a whopping ticket admission sales of over S\$190,000 from UOB Cardmembers.

This surge in sales is an example of how rebates on UOB SMART\$ Programme can drive up sales for merchants. At the same time, UOB SMART\$ Programme also works in a way to benefit Cardmembers in achieving great savings. The Programme works on a rebate basis whereby partners such as Singapore Zoo and Night Safari will issue a 5% and 10% SMART\$ rebate respectively to Credit Cardmembers based on the total amount transacted. SMART\$ works just like regular S\$ whereby you can use them to offset your next transaction at the Singapore Zoo and Night Safari or at any of the participating merchant outlets. There are now more than 500 merchants outlets islandwide giving up to 10% rebate to UOB Cardmembers. They include popular ones like Shell, Guardian, Best Denki, World of Sport, Metro, Hard Rock Café, Giant Hypermart, Epi Centre, Royal Selangor, BYSI, URS.INC and HMV.

Ms Fanny Lai, Group CEO, Wildlife Reserves Singapore enthused, "We chose to hop onto the UOB SMART\$ Programme because of the Bank's wide credit card customer base. This partnership will pave the way for more UOB Cardmembers and their families to visit the parks and learn more about our animals. We also hope that their visits will ignite a love for animals

and a greater awareness for conservation."

Ms Gan Ai Im, UOB's Head of Cards and Payment Products said, "Credit cards are often regarded as a convenient mode of payment by consumers. To many discerning ones, it is not merely a plastic but rather a credit card that doubles up as a discount or rebate card where they can better manage their daily spending. As a leading card issuer and merchant acquirer, we are in the position to engineer the best offers with market leading brands. Through the UOB SMART\$ Programme, we bring together the largest base of credit card consumers in Singapore with a select group of partners that offer the best value to all UOB Cardmembers. We are proud to welcome the Singapore Zoo and Night Safari into our programme."

To seal the newfound furry friendship, UOB will be officially adopting the "Creatures of the Night Show" at the Night Safari on 31 January 2008.

About United Overseas Bank

UOB is a leading bank in Singapore that provides a wide range of financial services through its global network of 524 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 exceeded one million. The Bank also has the largest base of merchants in Singapore, both for consumer and commercial credit card acceptance.

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