
NEWS RELEASE

United Overseas Bank Reaches Out To The Youth Market With Its Enhanced UOB TX Account

*Packed with a host of financial and lifestyle benefits and privileges,
the enhanced UOB TX Account is an online savings account
that offers more than just attractive interest rates*

02 July 2004, Singapore - To meet the evolving needs of today's youths, United Overseas Bank Limited (UOB) is pleased to announce that it will, on 5 July 2004, re-launch its UOB TX Account with enhanced features and benefits.

The UOB TX Account was launched in 1996 as a statement-based deposit account. With the re-launch, the enhanced UOB TX Account is an online savings account that offers more than just attractive interest rates to youths aged between 16 and 21 years.

New benefits that appeal to the cool, trendy and Internet-savvy youth

In addition to the attractive daily interest, a UOB TX Account holder can now enjoy the following:

- **Anytime-anywhere access to the UOB TX Account**

UOB TX Account offers the convenience of 24-hour banking – either online via UOB Personal Internet Banking (www.uobgroup.com) or through the telephone via UOB phone banking (1800 22 22 121).

- **View monthly statements online**

UOB TX Account holders receive their monthly statements online, thus giving them convenient access to their statements wherever they are. It's an easier way to keep track of their statements and it's free.

- **More choices and rewards with the new UOB VISA TX Card**

The UOB VISA TX Card is a debit card that offers the UOB TX Account holder a world of choices and benefits that include:

- the convenience of using NETS when making purchases
- access to ATMs worldwide
- recognition at over 20 million VISA merchants worldwide
- exclusive lifestyle privileges and promotions, such as invitations to movie previews and special events, and discounts on shopping, dining, entertainment and leisure
- a fantastic range of rewards through the UNI\$ earned by using the UOB VISA TX Card. Every S\$5 earns UNI\$1 which can be accumulated and redeemed for a wide selection of rewards from UOB's loyalty programme, UOB Rewards Plus.

The UOB VISA TX Card comes free-of-charge.

Sums up Ms Sim Puay Suang, Executive Vice President, Personal Financial Services, "The youths of the new age are Internet-savvy. They want convenience and aspire financial independence. For these youths, life is more than just studying hard and playing hard. It is also about being cool and trendy. To meet the growing and ever-changing needs of these young individuals, we have repackaged the UOB TX Account to focus on offering convenience as well as a host of privileges and great savings when they dine, relax or entertain with their UOB VISA TX Cards."

Nurturing total and long-term customer relationships

The enhanced UOB TX Account is part of a range of practical solutions developed by UOB to meet the financial needs of customers at different stages of their lives.

Ms Sim elaborates, "The re-launch of the UOB TX Account follows the successful launch of our UOB Junior Savers Account for children aged 16 years and below in January this year. The UOB Junior Savers Account and the UOB TX Account complement each other to provide a seamless range of deposit products from UOB that is targeted at young individuals. At the same time, these product offerings demonstrate our commitment to nurture long-term relationships with these young individuals that stretch to adulthood. As their financial needs and outlook change at each stage in life, the Bank will grow with them and their needs."

Awareness through roadshows

The Bank will be conducting roadshows at the local polytechnics, including Singapore Polytechnic and Nanyang Polytechnic, to promote the benefits of the UOB TX Account to the student population.

Opening a UOB TX Account

To open a UOB TX Account, only a nominal deposit of S\$20 is required. There is no minimum balance fee. A UOB TX Account can be opened at any UOB Group branch.

More information on the UOB TX Account can be found on www.uobgroup.com or by calling 1800 22 22 121 (24-hour).

Mr Gary Lim
Head, Deposits Division, Personal Financial Services
Phone: 65 - 6539 2281
Email: Gary.LimKG@UOBgroup.com

Ms Teo Suan Hwi
Assistant Vice President
Corporate Affairs Division
Phone: 65 - 6539 3972
Email: Teo.SuanHwi@UOBgroup.com