

PressRelease

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AmBank NexG Cathay Cineplexes PrePaid Cardmembers to enjoy more rewards
It is a celebration of rewards for AmBank NexG Cathay Cineplexes PrePaid MasterCard Cardmembers with the launch of its Movie Fiesta in conjunction with the Movie Releases today. In an announcement to the press today, strategic partners, AmBank and Cathay Cineplexes introduced the AmBank NexG Cathay Cineplexes Movie Fiesta and the newly enhanced benefits of the co-branded card.

AmBank NexG Cathay Cineplexes PrePaid MasterCard is a cinemagoer's passport to the World of Movies. Launched in 2007, the AmBank NexG Cathay Cineplexes PrePaid MasterCard is the 1st payment card customized to reward cinemagoers when they spend. It provides cinemagoers easy access to the latest blockbusters and a host of movie-related benefits.

"To keep the card exciting and relevant to our target, this year we are pleased to introduce a new rewards platform - AmBank NexG Cathay Cineplexes Movie Fiesta for our cardmembers. From 18 June - 15 August 2010, with every purchase of two movie tickets using the AmBank NexG Cathay Cineplexes PrePaid MasterCard at all Cathay Cineplexes nationwide, cardmembers are entitled to one FREE movie ticket for future screenings, said Mr. Perry Ong, General Manager, AmBank Card Centre. "To add to the fun, we are also giving cash prizes of RM1,000 to lucky cardmembers. Each transaction made on the AmBank NexG Cathay Cineplexes PrePaid MasterCard qualifies the cardmember to one entry in our contest." He continued.

"We are also pleased to announce our enhanced benefits for new and existing cardmembers. In addition to the Free movie ticket in the starter pack, FREE 4th ticket with the purchase of three tickets privilege and 10% off Popcorn at Cathay Cineplexes, cardmembers now can enjoy yearly birthday treats and invitations to quarterly movie screenings." He added.

Speaking on future plans to grow traction amongst moviegoers, Mr. Ong said, "Just prior to the Year-end Movie Season and the release of a fanfare of Christmas Holiday Movies, AmBank NexG Cathay Cineplexes PrePaid MasterCard cardmembers are scheduled to enjoy even more value with their cards. Cathay's Online Ticketing Service will be made available and cardmembers who purchase tickets online will receive 8X AmBonus points. Cathay Cineplexes have been identified as AmBonus Points Exchange Outlets. Soon AmBank cardmembers can exchange their AmBonus points for Cathay Movie tickets too."

The AmBank NexG Cathay Cineplexes PrePaid MasterCard is available for sale at all Cathay Cineplexes. Movie goers can purchase the Starter Packs at RM25 and receive privilege vouchers valued at RM300/-.

For further enquiries, kindly contact Perry Ong, General Manager, Cards & LOC Division, AmBank (M) Berhad at tel: 03-21640577 or via e-mail at: perry-ong@ambankgroup.com