

FACT SHEET

Visa and FIFA Women's World Cup Germany 2011™

- Visa is one of six FIFA Partners and has exclusive global rights in the Financial Services product category.
- This partnership includes rights to all FIFA competitions and related activities. These provide powerful opportunities to deliver value for banks and retailers who are able to activate against the full range of FIFA events, thanks to Visa.
- These events also help to drive product usage and brand preference by creating a strong emotional link with consumers around their love of football.
- In recognition of Visa's sponsorship of the FIFA Women's World Cup 2011™, Visa credit, debit and prepaid cards will be the preferred method of payment at all FIFA venues and the Onsite Stadium Merchandise Booths.
- Visa issuing and acquiring banks are running more than 40 different initiatives around the FIFA Women's World Cup Germany 2011™, to help fans get closer to the excitement of the tournament. Working with the acquiring banks, Visa has offered retailers the opportunity to participate in various programs to enable them to engage with their customers by using Visa's sponsorship in different ways in store.
- In addition, Visa has created a series of Football Experiences, which provide lucky fans with unique behind-the-scenes access and once-in-a-lifetime experiences at the FIFA Women's World Cup Germany 2011™.
- With worldwide access to all the FIFA competitions, Visa and FIFA will continue to create exclusive and unique programs at FIFA tournaments to benefit Visa cardholders and banks.

Some examples of this year's activation programs include:

- The BW-bank has launched an initiative strongly focused on existing customers. By using their Visa card they can win one of 50 pairs of tickets for the FIFA Women's World Cup 2011™ or 250 t-shirts. The initiative is being communicated on the bank's special microsite for promotions and in the flyer that is being distributed with the monthly statement. Some card holders have also been contacted via direct-mail.
- Customers of Santander Bank can win simply by paying with their Visa card. Every cardholder that used their Visa card from 1st April to 15th June 2011 was automatically entered in the Santander sweepstake and could win one of several giveaways and tickets for the FIFA Women's World Cup 2011™.

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