

RHB Launches 'Crazy' New Campaign and Sends Lucky Cardmembers to FIFA World Cup Semi Finals

Kuala Lumpur, 31 May 2010

RHB Cards kicks off another exciting campaign that puts a fresh, new and "crazy" perspective on rewarding their cardmembers.



(From left) Vince Au Yoong, Head of Cards and Unsecured Business, and Renzo Viegas, Director of Retail Banking, of the RHB Banking Group at the launch.

The RHB Win Like Crazy with Your RHB Cards campaign is open to all eligible new and existing primary and supplementary RHB credit and debit cardholders. The campaign runs from 31 May to 28 August 2010. Card members are only required to spend a minimum of RM80 in a single transaction, match the last 2 digits of the transaction approval code to the last 2 digits of their NRIC number, and send an SMS to RHB Cards to claim total cash prizes of up to RM3,000,000 that will be directly credited to their RHB Bank Savings, Current or credit card accounts. Most importantly, there is absolutely no limit to the number of times one can win and the cash prize increases from RM28 to RM88 to RM888, depending on how many times each winner wins.

Speaking at the launch, Renzo Viegas, Director of Retail Banking of the RHB Banking Group, said, "We are constantly listening to our customers in order to enhance our products and services to best meet their needs. As such, more unique campaigns are in the pipeline as we strive to create more value and offers exclusive to RHB Cardmembers, and to encourage those who do not have an RHB Card to sign up for one and be able to reap the rewards and benefits that our RHB Cards have to offer."

At the same event, Viegas and Ng Kong Boon, Director of Business Development of VISA, gave away prizes to the three winners of the VISA-RHB 2010 FIFA World Cup Contest, in conjunction with the 2010 FIFA World Cup in South Africa. Lee Kim Fah, the Grand Prize winner, won a trip for two to South Africa and RM5,000 spending money. Maimunah binti Hussain and Zaida binti Zainal each bagged a trip for one to South Africa and RM2,000 spending money. All three winners will be able to witness the 2010 FIFA World Cup Semi Finals in Cape Town, as part of their prizes.

For more information or to apply for a credit card today, contact RHB PhoneBanking at 03-9206 8118 for Peninsular Malaysia, 082-276118 for Sabah & Sarawak.

Issued on behalf of RHB Bank Berhad by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.



News Room

About the RHB Banking Group

The RHB Banking Group is the fourth largest fully integrated financial services group in Malaysia. The Group's core businesses are streamlined into four Strategic Business Groups (SBGs): Retail Banking, Corporate & Investment Banking, Islamic Banking and International Banking. These businesses are offered through its main subsidiaries – RHB Bank Berhad, RHB Investment Bank Berhad, RHB Insurance Berhad and RHB Islamic Bank Berhad, while its asset management and unit trust businesses are held under RHB Investment Management Berhad. RHB's International Banking Division include the commercial banking operations in Singapore, Thailand and Brunei. The Group also has a non-ringgit based offshore funding operations in Labuan as well as a representative office in Vietnam. It is the RHB Banking Group's aspiration to deliver superior customer experience and shareholder value; and be recognised as one of the top financial services groups in ASEAN.

It's time we simplify banking.