

For Immediate Release
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DAH SING BANK AND BARCLAYCARD LAUNCH THE CO-BRANDED MANCHESTER UNITED MASTERCARD IN HONG KONG

Hong Kong, 6th January 2005 - Hong Kong fans of Manchester United (MU) are in for some truly exceptional rewards and treats with the launch of the Dah Sing Manchester United MasterCard, a credit card designed exclusively for its ardent and passionate supporters. Dah Sing Bank (DSB) and Barclaycard have developed the Dah Sing Manchester United MasterCard, together with MU Finance, to bring fans closer to the Club.

Fans have a choice of three beautifully designed credit cards, including the first ever Manchester United Platinum card in Asia. With the Dah Sing Manchester United MasterCard, fans can look forward to an array of exclusive MU merchandise as welcome gifts, chances to win player autographed souvenirs and multiple levels of loyalty rewards, including the exclusive RedRewards Prize Draw run by MU Finance and the MU card Bonus Points program.

Mr. David S. Y. Wong, Chairman of Dah Sing Banking Group, says, "We always like to work in partnership with the leading brands, not only from Hong Kong, but also from around the globe. Barclays is one of the largest and best known banks in the world and the leading card issuer in Europe. Manchester United is without doubt one of the best-supported and most recognisable sports clubs in the world, with its remarkable track record in English and European football over many decades, as well as the many fabulous players that have been part of the team through its history. We are truly honoured and delighted to partner with Barclaycard and Manchester United to issue this exclusive and first ever Manchester United credit card in Hong Kong."

Manchester United Cardmembers will be able to take advantage of the monthly RedRewards Prize Draw when they use their credit cards. Fans earn RedPoints when they spend on their credit card. For every 150 RedPoints accumulated, fans will be automatically entered into the monthly RedRewards Prize Draw. RedRewards offers fans the opportunity to experience 'money can't buy prizes' such as "One Red Day" which consists of a visit to the stadium at Old Trafford and the opportunity of a lifetime to play football at the first team's training centre in Manchester. Flights and accommodation are inclusive to all Dah Sing Manchester United MasterCard Cardmembers who are lucky enough to win the prize of a lifetime of "One Red Day"!

In addition, MU Cardmembers will be automatically enrolled into the MU card Bonus Points loyalty program, which awards 1 MU Point for every HK\$1 of retail spending and enables Cardmembers to redeem exclusive MU merchandise. To celebrate the card launch, Cardmembers will also enter into an online lucky draw for every spending of HK\$150 to win fabulous prizes including signed footballs and T-shirts by current MU players.

Last but not least, the three highest spending cardholders in March, April and May respectively can also look forward to winning an exclusively designed travel package for 2 persons with match tickets, round-trip air tickets and accommodation to watch the team play at Old Trafford, the home stadium of MU.

Mr. Ron Boddy, Director of Business Expansion, Barclaycard International comments, "We are delighted to be launching the Dah Sing Manchester United MasterCard in Hong Kong with this exclusive Manchester United deal, and hope that it will bring the MU fans even closer to the Club."

Mr. Steven Falk, Director of Financial Services, Manchester United comments, "It is great to bring a part of the Club to around 700,000 Manchester United fans based in Hong Kong, along with all the rewards and benefits associated with Manchester United."

Mr. Derek Wong, CEO of Dah Sing Banking Group Limited, says "We believe that the loyal fans of Manchester United in Hong Kong are not only large in number, but also growing rapidly. Therefore, Dah Sing is extremely delighted to formalise this partnership at the start of the New Year. This Dah Sing Manchester United MasterCard represents an excellent platform for the Bank to increase penetration into the local credit card market. Our objective is to provide many value-added services and unique rewards for Cardmembers in the months ahead. This will ensure that the allegiance of the Cardmembers to Manchester United is bonded further."

To celebrate the launch of the DSB Manchester United MasterCard, Manchester United, 11 times winners of the FA Cup, and current holders of the trophy will be displaying this most famous piece of silverware between Jan 6-11, 2005 at Hennessy Centre in Causeway Bay, where DSB will launch the promotion of the MU cards. Both DSB and its affiliate MEVAS Bank Limited will be promoting the cards in their respective branch networks throughout Hong Kong.

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About Dah Sing Bank, MEVAS Bank and Dah Sing Banking Group

Dah Sing Bank and MEVAS Bank are wholly-owned by Dah Sing Banking Group Limited (DSBG), a company listed on the Stock Exchange of Hong Kong and the banking subsidiary of Dah Sing Financial Group, a leading financial services group in Hong Kong. DSBG has gained the reputation as one of the most progressive and innovative banking services providers in Hong Kong. Some of its notable achievements include the rapid growth of its credit card business to become one of the leading credit card issuers in Hong Kong, its innovation as the first bank by over a year to launch the highly popular Octopus automatic add-value service, and its pioneering expansion in bancassurance in the local market. In 2004, Dah Sing Bank was awarded "Superbrand" status in Hong Kong.

About Barclaycard

Barclaycard was set up in 1966 and was the UK's first credit card. Today, Barclaycard is Europe's leading issuer of credit cards with 11.4 million customers and 13.6 million cards in circulation worldwide. In April 2003, Barclaycard secured the global rights to market Manchester United credit cards. These rights have already formed the launch platform for the MU credit card in South Africa, USA, Kenya, Botswana, Ireland, Greece, Mauritius, Malaysia and now Hong Kong. Barclaycard has significant global growth plans and is seeking further sub-licence deals with partner banks throughout the entire Asia-Pacific region.

About MU Finance

MU Finance is the financial services arm of Manchester United. It's been created to give something back to the fans that are so passionate about their Club, whilst at the same time ensuring the team's future success. We work with four major product providers - Britannia Building Society, MBNA Europe Bank, Endsleigh and Barclaycard - to provide a range of competitive financial services products. Products include: Savings, Credit Cards, General Insurance, Mortgages, Loans and Investments.