

## Brand New Dah Sing Credit Card Offers You Fabulous Travel Privileges

The brand new Dah Sing Credit Card brings you travel amusement by offering an array of fabulous travel privileges!

Customers' shopping desire and demand in credit card services are growing with the recent economic revival. Dah Sing Bank is renowned of providing credit card services with innovative and creativity and in order to cater customers' growing needs, Dah Sing Bank is delighted to announce the launch of the brand new Dah Sing Credit Card which offers series of marvelous travel offers.

### New Image and New Positioning

The brand new Dah Sing Credit Card with refreshing design includes classic card, gold card and platinum card. The new design consists of a globe and Dah Sing Bank's logo which symbolizes the new image and new positioning of Dah Sing Credit Card. To answer the rising customers' demand in travel spending, Dah Sing Bank positions the new Dah Sing Credit Card as the credit card with "the unbeatable travel privileges in town".



Dah Sing Classic Card



Dah Sing Gold Card



Dah Sing Platinum Card

### More Fabulous Travel Offers

To match the new positioning, more unsurpassed travel privileges from Dah Sing Credit Card will be offered

#### **1. Free Round Trip Ticket from Hong Kong to Bangkok**

Customer successfully applied for Dah Sing Platinum Card can obtain an Emirates Hong Kong to Bangkok Round Trip Ticket for free upon spending of designated amount. And customer who successfully applied for Dah Sing Classic or Gold Card can redeem a ticket at only HK\$650. If customer wants to fly away with friends and relatives, they can also get extra tickets for maximum 3 friends at special price of HK\$980 each.

#### **2. Up to 55% Discount for accommodation at 5-star Bangkok Resort Hotels**

To make customer's holiday an enjoyable one, Dah Sing Credit Card has prepared up to 55% discount for accommodation at series of 4-star or 5-star resort hotels in Bangkok

#### **3. 30% Discount Travel Insurance Package**

#### **4. Up to 3 Times Bonus Points Reward for Overseas Spending**

Dah Sing Credit Cardholders can earn up to 3 times bonus points rewards for overseas spending! This also applies to local spending on Friday, Saturday, Sunday and on cardholder's birthday. Customers also entitle to convert the bonus points to United Airline Miles automatically for free.



**5. Other Fabulous Welcome Offers :**

- Get a MAX DVD Recorder for free or redeem at special discounted price
- Up to HK\$60,000 Credit Limit Interest Free Cash-in Plan and enjoy 15-month interest free repayment period
- Get a Delsey 25" Trolley for free

Ms Vivian Chan, Head of Products & Marketing of Dah Sing Bank Retail Banking Division, said, "The promotion period of the new Dah Sing Credit Card is from now on till September 30. To help Dah Sing Credit Card to establish the vivid image of "the unbeatable travel privileges card in town" and to enhance its images in customers' mind, the Bank will continue to offer special travel privileges after this first launch."

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