

For Immediate Release

26 June 2008

**Dah Sing Bank and Warner Bros. Launch
The very first *Batman* Visa Credit Card in Hong Kong**

Experience the Power of *Batman*

Dah Sing Bank, in collaboration with VISA International and Warner Bros. Consumer Products on behalf of DC Comics, announced today the launch of the first credit card in Hong Kong featuring one of the most legendary *DC Super Heroes*, *Batman*.

In conjunction with the launch of Dah Sing Bank *Batman* Credit Card, Dah Sing Bank will host a *Batman* Dark World Gallery at Grand Century Place, Mongkok, from 26 to 29 June, 2008 and at Tsuen Wan Plaza, Tsuen Wan, from 17 to 23 July, 2008. The Gallery features a one-of-a-kind giant *Batman* figural display, *Batman* collectible toys and products, *Batman* comic books and coffee table books. The event allows *Batman* fans of Hong Kong to experience the uniqueness and history of this heroic character. Customers who apply for the *Batman* VISA Card during this promotion period are entitled to an exclusive instant gift.

Mr. John Lam, Executive Director and Head of Retail Banking of Dah Sing Bank, said, "Dah Sing Bank is committed to lining up local and world-wide renowned strategic partners to develop a range of credit card products for different market segments. Today, Dah Sing Bank is pleased to announce with Warner Bros. Consumer Products the launch of Hong Kong's very first *Batman* VISA Card as well as the *Batman* Dark World Gallery, allowing fans to feel the charismatic characteristics of *Batman*. We believe the launch of the *Batman* VISA Card will generate great enthusiasm which helps to raise our market share of credit cards."

"We are very pleased to partner with Dah Sing Bank for the development and introduction of the new Dah Sing Bank *Batman* VISA Credit Card," said Bianca Lee, Managing Director, Greater China, SE Asia & India, Warner Bros. Consumer Products. "As one of the world's most internationally recognized characters, *Batman* continues to soar to new heights and we're delighted to bring his power to Dah Sing Bank customers, in this important market."

Selection of BATMAN™ with Unique Design

Dah Sing Bank offers three designs of the *Batman* Card, including two VISA Credit Cards and one VISA Platinum Credit Card for customers' selection.



Batman VISA Platinum Card



Batman Luminous Classic Card



Batman VISA Classic Card

Exclusive Offers for Customers of the Dah Sing *Batman* Visa Credit Card

A) Exclusive *Batman* Welcome Gift

During the promotional period, customers will receive one of the following exclusive welcome gifts and first 3-year annual fee waiver upon successful application:



Batman Cooler & Warmer

OR



Batman MP3 Player

OR



Up to HK\$60,000 Interest Free Installment

B) The very first *Batman* Octopus Card in Hong Kong

Upon successful application of Octopus AAVS, customers of *Batman* VISA Card will receive a *Batman* Octopus Card for FREE. *Batman* Visa Card will reload to the Octopus Card either HK\$250 or HK\$500 once the stored value of the Octopus Card is not enough to settle the payment.



Batman Octopus Card

C) Limited edition *Batman* Gift Card

Dah Sing Bank offers customers Express Money Interest Free Loan for up to HK\$800,000, with a repayment period of up to 60 months, and a standardized handling fee for all loan tiers. Upon successful application of the Express Money Interest Free Loan during the promotional period, customers will receive a **limited edition *Batman* Gift Card with value of HK\$100.**



***Batman* Gift Card (with HK\$100 value)**

D) Bonus Point Scheme

Customers will earn 1 Bonus Point for every HK\$1 spent with the card. Transactions made on birthdays will automatically be entitled to double Bonus Points. Simply accumulate points to redeem favorite items or cash coupons from renowned retail establishments, or for waiver of annual fees.

E) Year Round Privileges

Enjoy special discounts and privileges at designated merchants. Please refer promotional leaflet for details.

Dah Sing Bank Customer Service Hotline : 2828 8002

About Dah Sing Bank

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and 42 branches in Hong Kong, Dah Sing Bank is one of the top 10 banks in Hong Kong market. The banking experiences accumulated as well as our solid foundation built over the years in the industry, Dah Sing Bank continuously widen its scope of business to provide professional services in commercial banking, retail banking, and private banking. We cover business in Credit Cards, Personal Loan, Mortgage, HKD & Foreign Currency Deposit, Wealth Management, Insurance Services, Foreign Currency Clearing, Internet Banking, Trade Financing, Enterprise Lending, Corporate Lending, SME Lending and Hire Purchase Financing, etc.

Reflecting the growing importance of business related to the Mainland, Dah Sing Bank opened its Shenzhen Branch in July 2004 and provides a wide variety of banking services for customers in the Mainland.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retailing merchandizing or organizations in the world.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as *Superman*, *Batman*, *Wonder Woman* and the *Sandman*. These *DC Super Heroes* and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' web site is located at www.dccomics.com.

BATMAN and all related characters and elements are trademarks of and © DC Comics.

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