

Press Release (Immediate Release)

February 10, 2010

**Congratulations to Dah Sing Bank “My Favorite Merchant” MasterCard  
Customer-turned Millionaire!**

Dah Sing “My Favorite Merchant” MasterCard customer Mr. Chow is the ultimate winner of the MasterCard “Wishes Granted” Lucky Draw, being awarded with HK\$1 million spending credit and turning into a millionaire overnight!

Dah Sing Bank sincerely congratulates Mr. Chow on winning the MasterCard “Wishes Granted” Lucky Draw! Dah Sing Bank first launched the “My Favorite Merchant” MasterCard in 2009, aiming to bring every customer the real benefits and enjoyment when spending with the Card. Advocating spending in your own way, the Card enables customers to choose their own favorite merchants to earn 10 times Cash Rebate.

Lucky winner Mr. Chow said, “Dah Sing “My Favorite Merchant” MasterCard is my “lucky card”! In fact, “My Favorite Merchant” MasterCard really appealed to me because I could register the merchants that I visiting most to earn 10 times Cash Rebate. With this special feature, I can fully enjoy the benefits provided by the Card and I’ll definitely keep spending with this Card.”

Dah Sing “My Favorite Merchant” MasterCard’s Special Features:

- Cardholders can choose a combination of 5 “My Favorite Merchants” according to their spending needs on a monthly basis
- Spend at “My Favorite Merchant” to get 10 times Cash Rebate (i.e. get HK\$10 cash rebate for every HK\$200 spending)
- Spend HK\$200 on birthday to get extra HK\$1 Cash Rebate (i.e. spend HK\$200 at “My Favorite Merchant” on birthday can get HK\$11 cash rebate)
- Cardholders can register/update their “My Favorite Merchant” list via Dah Sing Bank website, anytime, anywhere

Dah Sing Credit Card Customer Services Hotline: 2828 8168

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