



LUXE

World's first Visa Card embedded with Diamond

08 January, 2009 (Thursday)

Press Release

“LUXE Visa Infinite”

Since Wing Lung Bank’s initial announcement and launch of the LUXE Visa Infinite on December 19, 2008, the Bank has received many enquiries from the general public. Therefore, in collaboration with China Merchants Bank and Wing Lung Bank 2009 New Year Cocktail Reception, Wing Lung Bank held a press conference earlier today to answer media’s enquiries on the LUXE Visa Infinite.

During the press conference, Mr. Zhu Qi, Executive Director & Chief Executive of Wing Lung Bank Limited commented: “Luxe Visa Infinite is not only embedded with a real diamond and surrounded by platinum membrane, but also our first product launched, after China Merchants Bank’s acquisition of Wing Lung Bank, under the supportive guidance of our mother company. The Luxe Visa Infinite is targeted to elite customers of both Banks, and is most suited to those with high spending potential. The simplistic elegance of the special card face design and the tailor-made array of classy privileges and exclusive benefits offered, aptly reflects the prestigious status of each Luxe Visa Infinite cardholder. It is also Wing Lung Bank’s contribution to Hong Kong to further attract customers with high spending power.”

Luxe Visa Infinite is only available on a by-invitation basis. Through the sparkling charm of diamonds and the alluring card face design, coupled with superb privileges and exclusive benefits, the LUXE Visa Infinite naturally becomes one of the most prestigious and exclusive cards available in the market today..

For media enquiries,

Wing Lung Bank Credit Card Centre

Tel: (852) 3711-7606 Fax: (852) 2771-2482