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Press Release

Petite + 3 Concepts VISA Card Signing Ceremony

Wing Lung Bank has joined hands with Petite and 3 Concepts to launch “Petite + 3 Concepts VISA Card”, a card specially designed for fashion-conscious customers who have a real appetite for stylish clothing. The “Petite + 3 Concepts VISA Card”, theming “Always Sharing with You”, offers exclusive purchase discount at Petite and 3 Concepts outlets and other fabulous privileges to cardholders.

Petite Company Limited, established in 1997, offers stylish and edge-cutting fashion to customers under the brand names Petite and 3 Concepts, which are popular among young ladies. Petite Company Limited has fourteen Petite outlets and five 3 Concepts outlets located in large shopping malls in Hong Kong and is one of the leading apparel retailers in Hong Kong. Wing Lung Bank expects to absorb more quality customers with high purchasing power through the launch of “Petite + 3 Concepts VISA Card”.

“Petite + 3 Concepts VISA Card” cardholders can enjoy a wide range of purchase discount offers and privileged banking services including:

- Permanent Annual Fee Waiver
- Exclusive purchase discount at all Petite and 3 Concepts outlets
- ShopFUN Reward Scheme
- Loyalty Program
- Fabulous Birthday Gift
- Cash Rebate Scheme
- “One to Many” Octopus Automatic Add-Value Service
- Year Round Merchant Offers
- Interest-free Instalment Plan

Besides, from now till 31 August 2008, upon successful application principal cardholders are entitled to “Petite + 3 Concepts cash coupons totalling HK\$300” as a welcome gift.

Mr Samuel Wu, Senior Manager of Wing Lung Bank, said, “Our Bank has been actively developing our affinity credit card business and enhancing our cooperation with retail merchants. We feel greatly honoured to be able to co-operate with Petite and 3 Concepts to jointly launch the ‘Petite + 3 Concepts VISA Card’. We hope that we can absorb more quality customers and further expand our cardholder base through the launch of this card.”

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