

## Press Release

November 10, 2011

### Silkbank announces 'Swipe, Spend & Gain' promotion for Debit Cardholders

**Karachi, November 10:** Silkbank has launched its latest promotional scheme, "Swipe, Spend & Gain" which offers exciting perks to the users of Silkbank's Visa Debit Card.

Through this scheme the Visa Debit Card users will enjoy guaranteed 5% cash back on all retail transactions of Rs. 500 or above within or outside Pakistan and win fabulous prizes through monthly lucky draws.

Expressing his views about this new scheme, Mr. Sohail Bashir, Head of Branch Banking said, "This is a unique scheme and all Silkbank's Visa Debit Cardholders are eligible for it. We are giving our customers an opportunity to earn cash back through spending, and they will also get a chance to win spectacular prizes through lucky draws."

"VISA continuously strives to enhance customers' experiences by offering value added promotions to our growing cardholder base. The programme was developed in response to the growing need for tailored products in Pakistan and so we decided to reward the customers for their preference of Visa Debit Cards" said Mr. Amer Pasha, Country Manager, Pakistan & Afghanistan, VISA.

The winners of the lucky draws will get a chance to win return air tickets to Thailand, laptops and mobile phones. The chances of winning will increase on every Rs. 1,000 spent above Rs. 10,000. The offer will last till end of November 2011.