

M&S Money Launches Premium Club



Released on: May 19, 2009, 7:42 am

Author: [M&S Money](#)

Industry: [Financial](#)

M&S Money has launched its new Premium Club which will offer shopping and travel membership benefits exclusively to M&S Credit Card holders - including both new and existing customers.

M&S Premium Club membership benefits include triple loyalty points on the [M&S Credit Card](#)* for all shopping at M&S, both in-store and online, special treats throughout the year, including birthday gifts and seasonal treats, and worldwide multi-trip family travel insurance, which includes extra cover for winter sports and independent travel.

Amanda Newman, M&S Premium Club Manager, commented: "Premium Club offers our credit card holders more of what they want from M&S, with exclusive access to a collection of benefits and rewards with an overall value several times the cost of membership.

"Our customers love the M&S loyalty scheme and, with Premium Club, they will get their money back in many ways. Being able to earn triple points has created great excitement with customers, as they will get three times the reward for the same amount of shopping at M&S."

Existing M&S Credit Card holders can apply to join Premium Club at M&S stores, by phone or online. New customers can apply for the credit card and M&S Premium Club via the same methods, using just one application form.

New research** commissioned to celebrate the launch of M&S Premium Club confirms that shoppers are on the look-out for value. In order to save money, over a third of those questioned (35%) said they'd buy a package of goods that's worth more than the price they

paid. A further 19% regularly collect loyalty vouchers and money off coupons.

Shoppers are even more intent on being rewarded for their loyalty, with nearly two thirds (64%) expecting to receive extra loyalty rewards, and a further 50% wanting discounts on items they buy regularly. On the customer service side, 38% would like recognition and being treated with courtesy, and another 24% want to feel special and receive free gifts.

Notes to Editors:
* M&S Credit Card 15.9% APR typical variable (the rate received will depend on assessment of the customer's circumstances).
** Research carried out on behalf of M&S Money by YouGov 24th to 27th April 2009, among 2,221 people aged 18 and over.

About M&S Money:
M&S Money (the trading name of Marks & Spencer Financial Services) was founded in 1985 as the financial services division of Marks and Spencer Group plc. The company is now a top ten credit card provider and the second largest travel money retailer in the UK. M&S Money also offers a range of insurance cover, including [home insurance](#), car insurance, [pet insurance](#), and [wedding insurance](#), as well as loans, savings and investment products.

In November 2004, Marks & Spencer sold M&S Money to HSBC. The Group serves customers worldwide from around 9,500 offices in 86 countries and territories. With assets of US\$2,527 billion at 31 December 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

M&S Money has an executive committee comprising an equal number of representatives from HSBC and Marks & Spencer.

PR Contact:

Liz Nield
M&S Money Press Office
Marks & Spencer Money
Kings Meadow
Chester
CH99 9FB
01244 686 068
www6.marksandspencer.com