

# Barclaycard Freedom Launches



Released on: March 19, 2010, 1:09 am

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Industry: [Financial](#)

Barclaycard Freedom, one of the broadest rewards schemes in the UK, has been launched, with over eight million Barclaycard cardholders now able to earn Reward Money for simply using their Barclaycard to buy goods and services in participating outlets. As well as the launch of the scheme, Barclaycard is delighted to announce that Shell has joined Barclaycard Freedom, with over 900 petrol stations across the UK now offering rewards.

[Reward Money](#) can be earned at around 30,000 retail outlets across the UK, including big name retailers and brands such as npower and Pizza Express, as well as many small and medium retailers who are able to be part of a rewards scheme for the first time.

Barclaycard cardholders will earn 1% in most participating outlets (0.5% at Shell) alongside other special promotions and discounts in store. Reward Money is recorded in pounds and pence, with no vouchers or coupons to save and no points to calculate. Barclaycard cardholders will be rewarded for simply using their card to make a purchase, with no need to register or receive a new card.

Barclaycard customers making a purchase in most participating retailers will see the value of their Reward Money appear on the card machine before they enter their PIN to pay. They will then be able to redeem some or all of their Reward Money on that transaction, or continue to save up for a future purchase.

Cardholders can search for participating retailers online at [barclaycardfreedom.co.uk](http://barclaycardfreedom.co.uk), or they can text 'Freedom' to 67777 to access a list of retailers and offers whilst on the move. Shops that are taking part in the [rewards scheme](#) will be clearly visible, with point of sale materials promoting the scheme in store. Cardholders can view their Reward Money account by logging onto [mybarclaycard](#). This will display their current Reward Money balance, list transactions where Reward Money has been earned or redeemed, and display relevant offers.

Melanie Lane, General Manager, Shell UK Retail, said: "At Shell we want our customers to get the most out of every drop of fuel they buy and we believe Barclaycard Freedom will help them to do just that. It is simple and easy to use, which is important for busy people on the move, and we are looking forward to many more Barclaycard customers experiencing our quality fuels whilst earning [Reward Money](#) at Shell."

Sarah Newman, Managing Director of [Barclaycard Freedom](#) said: "We are delighted to welcome Shell to Barclaycard Freedom. The range of retailers in Barclaycard Freedom means that our customers can earn Reward Money when they are shopping on the high street, filling up the car, going out for a meal or shopping online. The simplicity of Barclaycard Freedom means that customers earn Reward Money without the need to do anything extra - they simply use their Barclaycard to make a purchase. The beauty of the scheme lies in the fact that Reward Money can then be redeemed on purchases in most retailers and with around 30,000 retail outlets participating from today, the options to redeem are endless."

In addition to Shell, npower and Pizza Express, the other retailers and partners already participating in Barclaycard Freedom include LA Fitness; Yo! Sushi; Firebox.com; Goldsmiths, Nationwide Autocentres; Flight Centre and BSM.

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**About**

**Barclaycard**

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept [credit card](#) payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future.

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