Barclaycard Wins At The 2010 Cards International Awards

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Barclaycard has taken two prizes at the 2010 Cards International Awards for its Visa CodeSure card and its innovative loyalty programme, Barclaycard Freedom.

Barclaycard Freedom is the broadest retail rewards scheme the UK has ever known: a rewards coalition of unprecedented size and scope which opened loyalty up to small retailers alongside household names. Barclaycard Freedom was automatically available to eight million Barclaycard holders at launch on 17 March 2010, and more than 30,000 retailers of all sizes were invited to be partners in the scheme. It is a first in the UK market, bringing a new level of simplicity and convenience to the concept of loyalty and rewards.

Barclaycard Commercial's Visa CodeSure Card is an industry first which expands card functionality beyond payment. The card combines a standard Visa corporate credit card with additional identity protection functionalities. A keypad, LCD screen and battery are embedded into the back of each card, allowing it to become the platform for secure applications such as extranet access.

Sarah Alspach, Marketing Director for Barclaycard Freedom, said: "These two awards demonstrate our investment in innovation, and our commitment to developing card technology across the board for the benefit of our customers. Barclaycard Freedom is giving customers a simple, modern way to enjoy rewards. At Barclaycard we are committed to improving products and services for businesses and consumers alike, and are thrilled to have been recognised with these awards."

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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 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. It also issues charge and credit cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Key facts published in February 2010;

- number of UK customers: 10.4m
- number of International customers: 10.8m
- number of retailer/merchant relationships: 87,000

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