



## PRESS RELEASE

Budapest, 16 April 2009

### Takeoff for Wizz Air Hitelkártya, the first co-branded credit card with a budget airline in Hungary

**Budapest, 16 April 2009 – Erste Bank Hungary Nyrt. and Wizz Air, the largest budget airline in Central and Eastern Europe, have launched a co-branded credit card as of 14 April 2009. Bearing the MasterCard logo, Wizz Air Hitelkártya [Wizz Air Credit Card] stands out of other credit cards issued in collaboration with airlines, for a reward program offered by the card makes air travel more accessible for customers.**

Imre Sztanó, head of Erste Bank's retail division, says Wizz Air Hitelkártya is special in that it has been the first co-branded credit card issued in cooperation with a budget airline in Hungary that makes air travel accessible in a wide scope through a points reward program the card offers. Wizz Air Hitelkártya holders are rewarded points with every purchase they make—be it at supermarkets, petrol stations, or other facilities—which then they can redeem for Wizz Air services. A significant advantage of the reward program, the points collected can be redeemed not only for air tickets but for other services when booking a flight (airport duty, luggage fee, for instance).

The reward program has a rather attractive design, giving card holders two points after each HUF 100 spent, and four points after each HUF 100 when buying Wizz Air services. Also, in the three months from opening the credit card account, dubbed the 'Welcome Period', the points collected by purchases will be tripled, thus one point will be worth one forint. Consequently, when card holders spend HUF 60,000 by the card each month, they can collect 21,600 points in a year, considering the Welcome Period as well, which allows them to reach numerous major cities in Europe by air.

As an additional special offer, Wizz Air will not charge booking fees for one year for customers that book their flights using Wizz Air cards. Additionally, the bank will not charge the first annual fee of Wizz Air Hitelkártya until 31 December 2009. Besides these discounts, Wizz Air Hitelkártya ensures all the general advantages and convenience of credit cards.

Referring to the new product, György Abrán, Deputy CEO in charge of sales at Wizz Air, said "It was Wizz Air's objective to develop a system of rewards that offers better discounts and a higher amount of flexibility in comparison to any rewards program run by airlines and available in Hungary, bringing air travel closer to customers. Its should be noted especially that the points collected may be redeemed with no limitation as to the duration or season. In addition, the points can be used for partial payment, thus customers need not adjust their travel plans to the availability of an air ticket against the points they have collated thus far."

#### Additional information:

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Wizz Air is the largest budget airline in Central and Eastern Europe. In the past six months, the company has ensured air travel for six million customers in the past 12 months and is expected to welcome eight million travellers aboard this year. The airline currently operates 23 new Airbus A320 airplanes out of ten hubs.

Erste Bank Hungary Nyrt., a member of international Erste Group, whose parent company is Austrian Erste Bank der oesterreichischen Sparkassen AG, a financial institution looking back on a history of 180 years. Erste Bank has been active in Hungary since 1997, offering retail and corporate customers a wide scope of high-standard financial services in its nationwide network.

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