



Bank Byblos Launches “Shop for Points” Campaign

New Addition to Cards Loyalty Program

Byblos Bank Headquarters, Ashrafieh - June 21, 2011: Byblos Bank launched the “Shop for Points” campaign throughout Lebanon as part of an initiative that aims at reinforcing its leading position in the cards market in Lebanon.

Commenting on the launch, Mr. Georges Fares, Head of the Cards Unit at Byblos Bank Group, stated, “This campaign primarily targets shopping lovers, especially as they tend to shop more during the summer season. It aims at enticing Byblos Bank card holders to use their cards for their purchases as it is packed with benefits and unique features that make them among the best cards on the Lebanese market.” Fares added, “Byblos Bank has been and always will be a pioneer in terms of launching campaigns to promote banking cards. The Bank is renowned for constantly rewarding its loyal clientele through valuable prizes and lucrative monthly offers during the holidays and seasonal occasions throughout the year.”

The “Shop for Points” campaign falls in the scope of Byblos Bank’s Cards Loyalty Program as the Bank offers all shopping aficionados the chance to collect points (one point for every dollar spent). They can then exchange those points with valuable gifts, such as free Air France tickets, spa treatments, hotel packages, or the latest electronic items. In addition, clients can select their gifts of choice by browsing the related catalog available in all Byblos Bank branches and on the Bank’s website