



Byblos Bank and Visa Celebrate “Fly to Italy” Success and Plan More Attractive Offers

Byblos Bank Headquarters, Wednesday, 08 October 2014: Byblos Bank and Visa celebrated the success of their latest “Fly to Italy” offer, that allowed many cardholders to redeem only 29,000 of their accumulated Points/Miles for a travel ticket to Italy during this summer’s high season. Byblos Bank is capitalizing on this achievement to initiate similar attractive offers that will include a “Fly to Abu Dhabi” offer with 19,000 Points/Miles only.

“Byblos Bank’s customers who initially had to redeem 35,000 Points/Miles to travel to Italy, have been offered a reduction to just 29,000 Points/Miles to travel to the same attractive destination during the high season, thanks to our periodic offerings packaged and launched under Akram Program”, said Mr. Gilbert Zouein, Assistant General Manager and Head of Group Products, Segments and Marketing at Byblos Bank, during the “Addio Italy” ceremony held at La Posta, Ashrafieh. Zouein added: “It is then no surprise that, with such a competitive offer, Byblos Bank has achieved this level of success and is celebrating it now in coordination with its partner, Visa.”

Commenting on this success, Ramzi Saboury, Visa Country Manager for Lebanon, said: "This achievement by Byblos Bank deepened the confidence of customers in its products and in its commitment to provide offerings with real added value. Thanks to this special customized offer, Byblos Bank cardholders are provided with convenience; Byblos Bank and Visa with a greater leverage on their revenues; and merchants with more selling opportunities. It is really a win-win-win solution." He added: “We are especially happy to see an increasing rate of Visa cards usage among Byblos Bank customers compared to last year, and look forward to similarly competitive promotions in the near future.”

“Fly to Italy” is one of the numerous offers by Byblos Bank’s Akram Program, the most generous card loyalty program in Lebanon, given that it entitles cardholders to reach more distant travel locations with fewer Points/Miles than its competitors. Its added value, moreover, lies in allowing beneficiaries to take advantage of full ticketing services even during high season, and a dedicated 24/7 access to its Customer Service for all their immediate demands.

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