

Byblos Bank Announces The Winners Of The “1 Million Card Miles Campaign”

Beirut, 28 February 2018 – Byblos Bank announced the two lucky winners of the “1 Million Card Miles Campaign” organized in partnership with Mastercard, during a ceremony at its headquarters in the presence of Ms. Najla Hobeiche, the Director of Lebanon’s National Lottery as well as bank managers and employees.

Samira Zina and a second winner who did not wish to disclose their name each won one million card miles after entering the draw by using their Mastercard debit or credit card to buy anything for a minimum of 20 USD during December 2017. They will be able to exchange their card miles for travel tickets to any destination from around the world, even during high season.

For the occasion Georges Fares, Head of Group Cards, Accounts and Bancassurance Products at Byblos Bank said: “With this campaign, Byblos Bank became the first bank in Lebanon to award 1,000,000 card miles, thus taking loyalty programs to a whole new level.” He added: “This proves beyond any doubt that Byblos Bank’s fruitful partnership with world-renowned companies such as Mastercard allows it to have the most generous card loyalty program in Lebanon.”

For his part Somu Roy, Levant Country Manager at Mastercard, said: “At Mastercard, we believe in offering our cardholders value-added rewards that enrich their lifestyle experiences across travel, dining, shopping and entertainment. Our collaboration with Byblos Bank has provided us with the opportunity to thank our consumers in Lebanon by being part of one of the biggest loyalty programs in the country. We congratulate the winners and invite our cardholders to keep participating in Mastercard campaigns in the future while enjoying a simple, safe and convenient payment experience.”

Byblos Bank’s flagship Card Loyalty Program allows customers to accumulate a generous amount of Points/Miles upon using their cards for purchases. Customers can then redeem accumulated Points/Miles and choose from a wide array of rewards and benefits including travel tickets with full ticketing services even during high season, trendy electronic devices, mobile minutes, and much more.

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