



### **Launch of Amicale Anciens Jamhour-Byblos Bank Visa Credit Card**

**Byblos Bank Headquarters, Ashrafiieh, 30 May 2011:** Seeking to establish fruitful and long-term partnerships, Byblos Bank launched the Amicale Anciens Jamhour-Byblos Bank Visa Credit Card in partnership with the Association of the Alumni of Collège Notre-Dame de Jamhour. The launching ceremony took place at Byblos Bank Headquarters on 30 May 2011 in presence of eminent figures, notably Dr. François S. Bassil, Chairman and General Manager of Byblos Bank Group, H.E. Mr. Michel Eddé, President of the Association of the Alumni of Collège Notre-Dame de Jamhour, Mr. Gilbert Zouein, Assistant General Manager and Head of Group Products, Segments, and Marketing at Byblos Bank, as well as managers, teachers, students, and media representatives.

In his speech, Dr. Bassil reiterated Byblos Bank's commitment to assume an economic and civic responsibility in the communities where it operates: "In this context, the Bank strives to provide products and services that aim to develop the sectors of national economy and contribute to the sustainable and equitable development of all social and economic segments".

H.E. Michel Eddé praised the fruitful partnership between the Association of the Alumni of Collège Notre-Dame de Jamhour and Byblos Bank, which is not a coincidence but the outcome of efforts made by two renowned institutions that both take education to heart. He stressed that a part of the card's returns will go to the Mutual Fund of the Alumni of Collège Notre-Dame de Jamhour, which provides scholarships to students in need.

The Amicale Anciens Jamhour-Byblos Bank Visa Credit Card allows its holders to settle their annual contribution to the Alumni. It is accepted at more than 23 million merchants worldwide and can be used 24/7. It allows cash withdrawals from more than 1.7 million ATMs in the world. This card also provides its holders with many advantages and discounts in several outlets, hotels and car rentals; it entitles them to enter the Byblos Bank Cards Loyalty Program where they can earn one point for every dollar or its equivalent in LBP spent with their card. Cumulated points can be redeemed for many exciting gifts such as travel vouchers with Air France, technology devices, free mobile minutes, free gas liters and so much more.

Throughout the years, Byblos Bank has built success thanks to its strong positioning on the Lebanese market, its extensive branch network spanning 12 countries, and its top-notch products and services. Furthermore, the Bank establishes strong partnerships with key players of the communities where it operates to stimulate their development and therefore, be the Bank that makes a difference.