

# Media Release



**Corporate Affairs**  
100 Queen Street  
Melbourne Vic 3000  
Facsimile 03 9273 4899  
[www.anz.com](http://www.anz.com)

For Release: 29 September 2004

## **ANZ expands rewards with ANZ Rewards Visa**

ANZ today announced it would re-launch its most popular general rewards program, the Telstra Visa Card, with a new name and a wider range of rewards.

From 28 November 2004, the card will be known as ANZ Rewards Visa and the expanded program will offer a wider range of rewards including merchandise, shopping vouchers, travel and entertainment. Features of the new program include:

- A new ANZ Holiday Rewards™ service offering the ability to redeem Rewards Points for a wide choice of flights, accommodation, tours or other travel services. As part of this service, customers can also use 'Points Plus Pay' allowing them to combine Reward Points and card payment.
- Option to redeem Reward Points for frequent flyer points for members of the Qantas, Air New Zealand or Singapore Airlines frequent flyer programs.
- Vodafone as a new bonus partner, allowing customers to earn two Bonus Reward Points per dollar when they use their card to purchase Vodafone products and services from Vodafone stores or pay their Vodafone account at [www.vodafone.com.au](http://www.vodafone.com.au) or directly with Vodafone.

Fees, charges and Reward Points earn rates are unchanged.

The changes are part of a re-branding program for Telstra Visa Card and follow the transfer of management of the program from Telstra to ANZ in 2002. Effective 28 November 2004, Telstra will also cease being a Bonus Partner in the program.

ANZ Managing Director Credit Cards Australia Ms Jenny Fagg said: "This is a natural evolution for the program and reflects the growing customer interest in general rewards.

"We've re-branded the card as ANZ Rewards Visa and expanded the rewards program to offer customers more flexibility and a greater choice of rewards," she said.

Qantas Frequent Flyer members will be able to redeem Reward Points for Qantas Frequent Flyer points at the rate of 1 Qantas Frequent Flyer point for 1.5 Reward Points. Air New Zealand Airpoints members will be able to redeem Reward Points for Airpoints Dollars at the rate of 1 Airpoints Dollar for 133.33 Reward Points. Singapore Airlines KrisFlyer members will be able to redeem Reward Points for KrisFlyer Miles at the rate of 1 KrisFlyer Mile for 2 Reward Points. Minimum redemption thresholds and redemption terms and conditions apply.

Existing customers will be notified of the change by letter and will receive the new-look ANZ Rewards Visa plastic as their cards come up for renewal.

For media enquiries contact:

Kate Gore  
Media Relations Manager  
Tel: 03-9273 6190 or 0409-655 551  
Email: [gorek@anz.com](mailto:gorek@anz.com)