

Press Release (For Immediate Release)

3 November 2009

Dah Sing British Airways Platinum Card Double Miles promotion

Hong Kong, 3 November 2009 – Dah Sing Bank and British Airways have announced the launch of a new promotion for cardholders of the Dah Sing British Airways Platinum Card. From November 1, 2009 through January 31, 2010, customers will earn double the usual amount of BA Miles for purchases with the card. Cardholders can earn 4 BA Miles for purchasing British Airways tickets with the card; and for every HK\$6 spent locally, customers will receive 2 BA Miles and 3 BA Miles for every HK\$6 spent overseas, one of the best air miles conversion offers in town.

This special promotion follows the launch of the Dah Sing British Airways Platinum Card on July 30, 2009 and is designed to reward loyal customers.

Details of the Double BA Miles offer:

- Promotion period: November 1, 2009 until January 31, 2010
- 4 BA Miles will be awarded for every HK\$6 spent on British Airways tickets booked through the British Airways Hong Kong ticket office or online at www.ba.com/dahsingbank using the Dah Sing British Airways Platinum Card
- 2 BA Miles will be awarded for local spending and 3 BA Miles for overseas spending for every HK\$6 spent using the Dah Sing British Airways Platinum card

| For every HK\$6 spent on | Basic BA Miles | Additional BA Miles earned within the Offer Period | Total BA Miles |
|--------------------------|----------------|--|----------------|
| Local purchases | 1 | 1 | 2 |
| Overseas purchases | 1.5 | 1.5 | 3 |
| British Airways tickets* | 2 | 2 | 4 |

* Applicable to purchase of selected British Airways tickets online at www.ba.com/dahsingbank or at the British Airways Hong Kong ticket office

Welcome Offers for new cardholders:

- Welcome gift of 8,888 BA Miles for new customers
- First 3-year annual fee waiver

Other card features:



- 10% discount off the price of all flights from Hong Kong to London, UK and selected European destinations booked online at www.ba.com/dahsingbank

This promotion makes it easier than ever for cardholders of the Dah Sing British Airways Platinum Card to earn miles and use them to enjoy special privileges such as cabin upgrades and reward flights to any destination on the British Airways network.

Following the promotional period, cardholders will once again be able to earn miles at the generous rate of 1 BA Mile for every HK\$6 spent in Hong Kong, and 1.5 BA Miles for every HK\$6 spent overseas.

"Customers' response to the Dah Sing British Airways Platinum Card has already exceeded our expectations. With this special promotion, British Airways – together with Dah Sing Bank - wish to reward our current cardholders for their loyalty and attract new customers who are frequent travellers between Hong Kong and Europe," said Kevin McQuillan, British Airways Regional General Manager, Far East.

"It has been an exciting experience since we launched the Dah Sing British Airways Platinum Card, and we are thrilled to be able to bring our new and existing cardholders this fantastic new offer," said John Lam, Dah Sing Bank Executive Director. "In addition to double miles, we hope they will also take advantage of some of the other benefits our card brings, including flight discounts, upgrades and – for our new customers - a gift of 8,888 miles to go toward their next trip to Europe."

The partnership with Dah Sing Bank and British Airways includes The Mileage Company, operators of BA Miles worldwide. With its headquarters in the UK, The Mileage Company, the experts in running reward schemes, build long-standing partnerships which add value and enable partner brands to drive customer engagement and loyalty.

Andrea Burchett, Director, Relationship Marketing and Insight, The Mileage Company said: "We're delighted to offer this outstanding value promotion for our customers in Hong Kong to earn even more BA Miles. Every time customers spend on the cards through the holiday season and New Year, they can be satisfied that they will be that much closer to their reward flight with British Airways."

To enrol for the Dah Sing British Airways Platinum card please visit

http://www.dahsing.com/en/html/credit_card/cardinfo/co_brand/ba_card.html

For further details on the Dah Sing British Airways Platinum card please visit

https://ba.com/travel/dahsing/public/en_hk

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Notes to editors

Terms and Conditions for Double BA Miles Offer:

- The promotional period for Double BA Miles Offer (the "Offer") is valid from November 1, 2009 to January 31, 2010 (the "Offer Period").
- Qualifying transactions made within the Offer Period using the Dah Sing British Airways Platinum Card ("Credit Card") are entitled to additional BA Miles as shown below:

| (For every HK\$6 spent on) | Basic BA Miles | Additional BA Miles earned within the Offer Period | Total BA Miles |
|---|----------------|--|----------------|
| Local transactions | 1 | 1 | 2 |
| Overseas transactions | 1.5 | 1.5 | 3 |
| Purchase of selected British Airways tickets online at www.ba.com/dahsingbank or at the British Airways Hong Kong ticket office | 2 | 2 | 4 |

- Qualifying transactions for the Offer includes retail transactions and Octopus AAVS amount only, but excludes the following transactions, including but not limited to cash advance, "Jetso Installment" amount, "Cash-in Plan" amount, balance transfer amount, bill payment, tax payment, interest-free installment amount, bank handling fees (including annual fee, financial charges, late fee and cash advance handling fee etc), casino transaction, unposted / cancelled / transactions eventually returned and all unauthorized transactions.
- The additional BA Miles earned will be automatically credited by March 2010 to the Executive Club Account of Dah Sing British Airways Platinum Card Cardholder ("Cardholder"). The BA Miles earned by Principal Cardholder and Supplementary Cardholder(s) will be credited to the Principal Cardholder's Executive Club account. The Cardholder's Credit Card account must be valid and in good standing status at the time of mile credit.
- Dah Sing Bank (the "Bank") and British Airways PLC reserve the final rights to amend these terms and conditions and / or amend or terminate this offer at any time without prior notice.
- All matters and disputes will be subject to the final decision of the Bank and British Airways PLC.
- In case of any discrepancy between the Chinese and English versions, the English version shall prevail.

Terms and conditions for 10% discount flight offer:

- This offer is only applicable to Dah Sing British Airways Platinum Card cardholders and tickets must be purchased online at www.ba.com/dahsingbank.
- This offer is valid for bookings made between 30 July 2009 and 31 July 2011

- This offer is valid for departures from Hong Kong between 30 July 2009 and 31 July 2011.
- The 10% discount applies to bookings made in all cabins from Hong Kong to London, Aberdeen, Edinburgh, Glasgow, Manchester, Newcastle, Jersey, Austria, Belgium, Czech Republic, Denmark, France, Germany, Hungary, Italy, Ireland, Luxembourg, Netherlands, Poland, Portugal, Spain, Sweden and Switzerland
- Flight/date changes must be made on-line at www.ba.com, change penalties may apply.
- Refunds (where applicable) must be made on-line at www.ba.com only, and is subject to a refund penalty.
- The above offers are subject to change without prior notice.
- This offer cannot be combined with any other promotions or discounts
- Other terms and conditions apply.

* Double BA Miles will only be awarded on flights that have a British Airways prefix flight number, and not be awarded for bookings made on British Airways franchise, codeshare or alliance airlines.

For details of Terms and Conditions for Welcome Offer, Terms and Conditions relating to Executive Club and General Terms and Conditions for Dah Sing British Airways Platinum Card, please refer to the promotional leaflet or visit -

http://www.dahsing.com/en/html/credit_card/cardinfo/co_brand/ba_card.html.

About Dah Sing Bank

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and 43 branches in Hong Kong, Dah Sing Bank is one of the top 10 banks in Hong Kong. With our accumulated banking experiences and solid foundation built over the years in the industry, Dah Sing Bank has continuously widened its scope of business to provide professional services in commercial banking, retail banking, and private banking. We cover business in Credit Cards, Personal Loan, Mortgage, HKD & Foreign Currency Deposit, Wealth Management, Insurance Services, Foreign Currency Clearing, Internet Banking, Trade Financing, Enterprise Lending, Corporate Lending, SME Lending and Hire Purchase Financing.

Dah Sing Bank has gained its reputation as one of the most progressive and innovative banking services providers in Hong Kong. Some of its notable achievements include the rapid growth of its credit card business to become one of the leading credit card issuers in Hong Kong, its innovation as the first bank by over a year to launch the highly popular Octopus automatic add-value service, and its pioneering expansion in bancassurance in the local market. In 2004, Dah Sing Bank was awarded "Superbrand" status in Hong Kong.

For further information on Dah Sing Bank, please visit www.dahsing.com

About British Airways

British Airways has a worldwide route network that covers more than 150 destinations in 75 countries. It is one of the world's largest international airlines carrying approximately 36 million passengers around the world every year.

British Airways has been flying to Hong Kong for over 70 years and currently operates 14 flights a week from London Heathrow to Hong Kong. British Airways' new home at London Heathrow's Terminal 5 opened on March 27, 2008. The new terminal is capable of handling 30 million customers a year.

In 2008 British Airways was awarded best transatlantic and best business class airline by frequent travellers from across the world at the Official Airline Guide (OAG) Airline of the Year Awards.

For further information on British Airways visit www.ba.com

About British Airways Executive Club and BA Miles

The currency of the British Airways Executive Club, BA Miles, is key to British Airways' reward strategy for the airline's global customers.

The Executive Club is a global frequent flyer scheme, with BA Miles collected by flying with British Airways or **oneworld**® alliance and partner airlines on selected fares. Executive Club members can also top up their BA Miles by purchasing them or collecting on everyday spending and travel.

By collecting BA Miles, members can use them for 'reward flights' to any destination in British Airways' worldwide network (subject to availability) and for cabin upgrades to World Traveller Plus, Club Europe, Club World and First. BA Miles can also be earned and redeemed with **oneworld**® alliance airlines: Cathay Pacific, Qantas, Japan Airlines, LAN, Malev, American Airlines, Royal Jordanian, Finnair and Iberia.

Members can also collect BA Miles by staying at selected hotels, using BA Miles' car rental partners and now by using their Dah Sing British Airways Platinum Card.

For further information on the Executive Club please visit www.ba.com.

About The Mileage Company www.themileagecompany.com

The Mileage Company, whose headquarters are in the UK, are the experts in running reward schemes. In the last year alone, four million people have collected or redeemed miles with one of The Mileage Company's schemes, from the global BA Miles currency to UK-based Airmiles.

The Mileage Company partners with over 200 brands in the UK and world-wide, offering travel and leisure reward schemes in the UK and global markets.

Building long-standing partnerships, the business adds value and enables our partners to drive customer engagement and loyalty with compelling rewards.

For further information, please contact:

Maria Wong
Head of Communications & PR
Dah Sing Bank
T : +852 2507 8573
E : mariawong@dahsing.com

For further information about British Airways, please contact:

Walter Lee or Swing Zee
Fleishman Hillard Hong Kong
T: +852 2111 3574/ +852 21113173
E: walter.lee@fleishman.com / swing.zee@fleishman.com

For further information about BA Miles and The Mileage Company, please contact:

Susan Barber
Head of Corporate and Consumer PR



The Mileage Company www.themileagecompany.com
UK
T: + 44 (0) 1293 722 252
E: susan_barber@themileagecompany.com