

Barclaycard launches Barclaycard Platinum Purchase

Submitted by: pr-sending-enterprises

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Barclaycard has announced the launch of Barclaycard Platinum Purchase, the all in one solution for balance transfers and purchases.

Under the new scheme, Barclaycard customers can take advantage of twelve months interest free on credit card balance transfers (http://www.barclaycard.co.uk/champion/balance_transfer.html), for a fee of just 2.9%. In addition to this, they will enjoy twelve months interest free on purchases, making the card a solution for customers who want to pay off an existing balance without being penalised by high charges on purchases.

At the end of the twelve month period, interest will be charged at 16.9% APR.

Barclaycard Platinum 0 Purchase credit cards

(<http://www.barclaycard.co.uk/personal-home/cards/platinum-hero/platinum-purchase/index.html>) are a good option for those wishing to make frequent purchases on their card such as petrol, food and travel. By offering this interest free period on both balance transfers and purchases, Barclaycard enables customers to effectively plan repayments and day to day spending over the twelve months.

Cardholders will also enjoy a range of associated benefits delivered by Barclaycard: from Barclaycard Freedom, the broadest rewards scheme in the UK, to revolutionary online account management with mybarclaycard and the exclusive music world of Barclaycard Unwind (<https://www.barclaycardunwind.com/>).

Barclaycard Freedom allows customers to earn and redeem reward money

(<http://www.barclaycard.co.uk/freedom/>) in pounds and pence in thousands of retailers across the UK without the need to carry additional cards or vouchers. Customers will also enjoy the flexibility of contactless technology: payments of £15 and under can be made by simply holding the card over the contactless reader, backed up by Barclaycard's advanced security and fraud prevention measures.

mybarclaycard is the next generation of online card and banking services, offering customers new ways to interpret and manage their spending. Flexible and intuitive, mybarclaycard enables customers to personalise their pages, and offers visual representations of spend to make card management easier.

Barclaycard Unwind offers Barclaycard holders exclusive discounts and pre-sale access to gig tickets as well as private sessions with top UK artists, competitions and up to the minute music news. As part of Barclaycard Unwind, Barclaycard is the title sponsor of the Mercury Music Prize and the Wireless festival, and has recently announced a partnership with Wembley Arena, which is now to be known as 'Wembley Arena, a Barclaycard Unwind Venue'.

About Barclaycard

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless (<http://www.barclaycard.co.uk/personal-home/contactless/>) and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe and Africa

Key facts published in February 2010:

-number of UK customers: 10.4m

-number of International customers: 10.8m

-number of retailer/merchant relationships: 87,000

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