

First Premier Prepaid MasterCard Set to Redefine Pay Monthly Prepaid Card Market

Submitted by: eMotion Associates

Tuesday, 9 August 2011

Best Value Pay Monthly Prepaid Card Launched in the UK Market

The First Premier Prepaid MasterCard® has been launched with a new website and a brand new pay monthly tariff for prepaid card customers who want to budget their spending and have greater clarity of exactly what it costs to save and spend on their prepaid card.

The First Premier prepaid card is a Pay Monthly prepaid MasterCard (<http://www.firstpremierprepaid.co.uk>) launched by the team at Payment Card Technologies (PCT), one of the UK's leading prepaid card providers and award winning programme manager. The card provides all the usual benefits that one associates with prepaid cards of control, budgeting, safety and security coupled with the PCT's years of accumulated knowledge servicing the needs of businesses and their financially savvy consumers. The card was recently launched with a new pricing tariff making it even more attractive to consumers for daily use.

The launch of the new pricing tariff was supported with the launch of the new First Premier prepaid card website. New customers can sign up for the card online using an extremely simple 4 step process and existing customers can benefit from comprehensive online account management facilities via the creation of a personal web account. The personal web account can be used to customers to view their balance, transaction history, top up their card and share funds with linked cards amongst other account management functions.

Amit Sharma, CEO of marketing consultancy Emotion Associates and founder of prepaid comparison site www.prepaid365.com commented "The market for prepaid in the UK is rapidly expanding and the current economic downturn places a greater focus on the prepaid sector. With this growth, there is also a growing awareness amongst consumers and hence, consumer needs, requirements and expectations of prepaid also continue to grow. The First Premier prepaid MasterCard (<http://www.prepaid365.com/first-premier-prepaid-card.html>) is an excellent pay monthly general spend card which is ideal for everyday usage and delivers on those expectations. The £1.00 monthly fee easily makes this one of the best priced pay monthly prepaid cards in the UK market".

A MasterCard branded prepaid card, the First Premier Prepaid card can be used to make purchases online, over the phone and instore at over 30 million retail locations worldwide and to make ATM withdrawals at over 2 million ATMs that accept MasterCard.

In addition to the low monthly fee, First Premier prepaid card customers also benefit from an extremely low 2.00% foreign exchange fee when using their GBP prepaid MasterCard in a non GBP region and can be loaded with funds online as well as at retail locations such as PayPoint and the Post Office.

Find out more about the First Premier Prepaid MasterCard at www.firstpremierprepaid.co.uk

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Notes for Editor

- About Emotion Associates

Emotion Associates Limited is the UK's leading marketing consultancy specialising in the prepaid card sector. The company specialises in providing prepaid consultancy and marketing services helping businesses launch prepaid card programmes and supporting them with marketing services across a multitude of channels including Search Marketing (SEO and PPC), Affiliate Channels, Display Advertising, Email and Mobile Marketing, Online PR, Article Marketing and Social Media.

Established in 2009, Emotion Associates was set up by Amit Sharma, a prepaid industry expert and marketing consultant. Having worked with market leading prepaid card providers in the UK over the last decade, Amit has years of prepaid industry experience and shares his knowledge and experience through Emotion Associates, the Prepaid Card Forums on LinkedIn, and his Prepaid Marketing blog.

Prepaid365.com, one of the UK's leading prepaid card comparison site providing reviews and comparisons of prepaid credit cards for businesses and consumers in the UK and the Prepaid365 Annual Prepaid Card Awards, the UK's leading consumer prepaid card awards are also initiatives launched and developed by Emotion Associates.

Prepaid Marketing and Prepaid365 are trading names of Emotion Associates Limited – UK Registration Number: 06964513

For further information, please contact:

- Email: amit@prepaid-marketing.co.uk
- First Premier Prepaid Website: <http://www.firstpremierprepaid.co.uk>
- Prepaid Marketing: <http://www.prepaid-marketing.co.uk>
- Prepaid365 Website: <http://www.prepaid365.com>
- Amit@LinkedIn: <http://uk.linkedin.com/in/amitsharmauk>