

Tremendous Consumer Response Drives Prepaid365 Awards 2012

Submitted by: eMotion Associates

Wednesday, 25 April 2012

The Prepaid365 Awards 2012 sponsored by T24 Prepaid promise to be the most comprehensive and representative consumer awards within the prepaid industry as the 4th Edition of the annual Prepaid365 Awards has received an overwhelming number of consumer entries with over 200,000 entrants responding to consumers surveys which will decide the destiny of the awards in 2012.

Amit Sharma, CEO and Senior Prepaid Consultant at Prepaid365, said that: "We are absolutely delighted with the tremendous consumer response to both the main awards and the social media competitions being run in conjunction with the awards. The Prepaid365 Awards provide an excellent opportunity for Prepaid Card providers to raise the awareness of their brand and product proposition amongst consumers and also raise social media interaction with consumers through the range of social media competitions that are run in conjunction with the main awards. We look forward to an exciting evening of announcements on 31st May, 2012"

"We would also like to thank our sponsors who represent a mix of some of the rising new stars and innovators within payments and finance including T24 Prepaid, Optimal Payments, Century Bancorp, Emotion Associates, Kalixa Prepaid and Lebara Money."

The social media competitions have also been extremely popular with consumers with Lebara Money and Kalixa Prepaid giving away a free prepaid card and spend money to daily winners and the lead sponsor T24 Prepaid have launched their own awards season promotion with two time limited award season special offers on the T24 Black Prepaid card providing consumer with even better value.

Philip Meyer, Managing Director of the Platinum Sponsor T24 Prepaid, said: "It is extremely encouraging to see such a great consumer response to the awards. We are delighted to be associated with the Prepaid365 Awards. The awards represent recognition of the tremendous efforts put in by prepaid providers to develop successful prepaid solutions. The Prepaid365 team is doing a terrific job in raising prepaid awareness amongst consumers. We are looking forward with great anticipation to the announcement of the awards."

The Prepaid365 Awards are the UK's definitive Consumer Prepaid Card Awards where votes are cast by those who matter the most – Consumers. Launched in 2009 by Prepaid365, one of the UK's leading prepaid card comparison sites, the awards are designed with the simple aim of recognising best in category service providers for different consumer and business prepaid categories as well as highlighting worthy runners ups in each of those categories.

The Prepaid365 Awards sponsored by T24 Prepaid will be announced on <http://www.prepaid365.com> on 31st May, 2012 with simultaneous announcements being made via social media channels including Twitter, Facebook and YouTube.

For further information, please contact:

Prepaid365 – The Prepaid Card Comparison Portal

Prepaid365 is the UK's leading prepaid card portal online to review, compare and buy prepaid credit cards representing an encyclopaedia of information on prepaid cards (<http://www.prepaid365.com>), providers and all things prepaid.

The annual Prepaid365 awards, launched in 2009, recognise best in class prepaid propositions and prepaid card providers (<http://www.prepaid365.com/business-to-business-prepaid-cards.html>) voted for by consumers and Prepaid365's subject matter experts, respectively with the awards being based on various factors including application process, card design, fee structure, features, functionality, added value and feedback from customers, customer services and the prepaid industry.

Visit Prepaid365 to find out more about the awards at <http://www.prepaid365.com>

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