

\$49.20 - THE DIFFERENCE BETWEEN THE BEST AND WORST WAYS TO BUY US DOLLARS

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Ukash Travel Money card reveals the 'cash-gap' of the best and worst ways to buy US dollars

www.ukash.com

London, 15th September 2014 – The latest research from the Ukash Travel Money Prepaid MasterCard® card reveals that holidaymakers could lose as much as \$49.20 for every £500 they spend on buying US dollars for breaks this autumn. Ukash is urging travellers heading to the United States to think ahead and organise their foreign currency so that they can get the best spend for their pound.

Ukash researched the cost of spending £500 on US dollars at Heathrow Terminal 5 on Sunday 14th September. At the MoneyCorp bureaux de change this would get \$750 for £513. But loading £500 onto a Ukash Travel Money card on Friday 12th September would have given the traveller \$799.20. Clearly it makes complete sense to plan ahead – but Ukash research* has revealed that not all holidaymakers take this approach to their travel money. And, even more worrying, many holidaymakers resort to carrying cash with them which presents a considerable safety risk.

According to the Ukash research, 36% of UK holidaymakers take between £501 and £1,000 in cash when they head abroad; 40% take the equivalent of between £100 and £500. So getting the best value for their pound is essential. But Ukash Marketing Director, Miranda McLean also believes carrying this much cash around with them is a big risk.

“With so much written about extra charges when using debit or credit cards abroad, I completely understand why so many holidaymakers opt to carry cash”, said Miranda McLean “But that simply isn't very safe. Much better is to load cash onto a prepaid MasterCard card which can then be used just like a credit card in the thousands of outlets around the world that accept MasterCard. With the Ukash Travel Money card there are no charges for transactions and no charge for withdrawing cash from an ATM abroad.

The new Ukash Travel Money card offers the lowest foreign exchange rate on the market. There are no charges for sign up, transactions or ATM withdrawals abroad, which means that it definitely offers the best way to make holiday money go further in Europe and the USA.

The Ukash Travel Money card can be ordered online in minutes and will be delivered in five to seven working days without the need for any credit checks. The card can be topped up online instantly using a debit card – even while travelling - and cardholders can check their balance and transactions and top up their card at any time online completely free of charge. Plus any money left on the card can be used for the next trip rather than worrying about often costly conversion back to sterling.

“Leaving the arrangement of spending money to the last minute is the worst thing you can do if you want to get value for your pounds” added Miranda McLean. “And it means carrying cash around which can make you vulnerable to muggers and pickpockets. Yet 4% of British holidaymakers said they actually leave

it until they get to the airport and 15% buy currency when they arrive at their destination. Either way it doesn't make sense.

“The Ukash Travel Money card is the simple, convenient and safe way to make spending money go further, with the best exchange rates, no fees for usage and free ATM withdrawals.”

The Ukash Travel Money MasterCard: The Facts

- Available in Euro and US Dollar
- Lowest FX Rate on the market
- No application or transaction fees
- Free ATM withdrawals outside the UK
- Free balance enquiries online, at ATMs and SMS
- Free top up by debit card
- Chip and PIN security
- Can be used at over 34 million locations worldwide that accept MasterCard
- Minimum load value: £50
- Maximum single load: £2,000

*Populus poll conducted May 2014 – 2000 respondents

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For further press information or interviews please contact the Ukash Press Office at HSL: Wendy Harrison, Clare Watson or Ed McCambridge. +44(0)208 977 9132. ukashteam@harrisonsadler.com

Notes to Editors:

Ukash is regulated by the UK Financial Conduct Authority (FCA).

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