

Launch of the UK's first disposable MasterCard® for the migrant community

No identification and no bank account required.

London, United Kingdom
15 December 2006

IDT has today announced the launch of the Prime Card, the UK's first instant issue, prepaid disposable MasterCard. Prime Card, positioned as a solution for the migrant community, can be purchased over-the-counter with no forms to fill in and no burdensome identification to present. The card can be purchased as easily as a bar of chocolate.

The obstacles of security checks when opening bank accounts and then low level credit scoring once an account has been opened has led to a high percentage of new entrants to the UK being denied access to credit or debit cards. The card gives people coming to the UK to live instant access to the benefits of plastic, enabling them to enjoy discounted prices available through online and over the phone shopping. It enables them to feel more socially accepted, by giving access to a card, but without exposure to debt. The card's disposable nature avoids the fraud often associated with internet purchasing.

"There are between two and four million people in the UK who are unbanked – perhaps due to credit history, having no fixed abode or insufficient ID, or because they have recently arrived in the UK. Prime Card empowers individuals by giving everyone the benefits of plastic, but without exposure to debt." commented Benny Last, Managing Director of IDT Europe.

The IDT Prime card is available with immediate effect from participating PayPoint retailers located in South West London. London-wide then nationwide availability from PayPoint outlets and other networks will follow in early 2007. The card is currently available for sale to over-18s and can be loaded on purchase with a value between £10 and £150 at a cost of £3 per card. Prime Card is accepted in over 24.8 million outlets, wherever the MasterCard® acceptance mark is displayed. Prime Cards can also be purchased online from www.idtprime.com with immediate effect.