Uncover *Priceless* Island Treasures

MasterCard Worldwide Launches Priceless Singapore

**WHAT IS PRICELESS SINGAPORE?**

Priceless Singapore is an exciting program offering Singapore residents and visitors a selection of curated experiences that will bring them close to their passion points in this dynamic global city.

From 12 October, MasterCard cardholders can gain select access to the city’s finest restaurants and bars, the hottest designers and retail about town, exclusive suites at the best hotels, the most exciting attractions in town, and red carpet entertainment experiences by registering at [www.pricelesssingapore.com](http://www.pricelesssingapore.com).

Singapore is the first city in Southeast Asia to launch the MasterCard Priceless Cities program, a global program for people who live in pursuit of their passions and continuous discovery. Other destinations on the MasterCard Priceless Cities program include New York, London, Toronto, Chicago, Beijing and Sydney, with more to follow in the coming months.

**WHEN WILL PRICELESS SINGAPORE LAUNCH?**

[www.pricelesssingapore.com.sg](http://www.pricelesssingapore.com.sg) will go live on 12 October. The program will be supported by an integrated advertising campaign across print, outdoor and digital channels throughout the year.

**WHO IS ELIGIBLE TO USE PRICELESS SINGAPORE?**

Priceless Singapore is an inclusive program open to all MasterCard credit, debit and prepaid cardholders. MasterCard World cardholders will also be able to unlock additional VIP experiences through Priceless Singapore.

**WHAT ARE THE KEY COMPONENTS OF PRICELESS SINGAPORE?**

MasterCard is inviting people to register for Priceless Singapore and gain access to a series of unique, *Priceless* offers; from sampling the city’s best restaurants and bars, hottest designers and live concerts and sports events.

Some unique launch experiences this year include:

**ABOUT TOWN**

- Feeling like a celebrity at Universal Studios Singapore for the ultimate adrenaline rush, with a dedicated guide and superstar treatment at the VIP Lounge

**DINING**

- Attending the ‘by invitation only’ fundraising Royal Gala Dinner hosted by Prince Albert II of Monaco to benefit environmental causes in November
- Welcoming a bespoke mixologist into your home to learn the art behind a fabulous cocktail
- Enjoying a private and exclusive themed dining experience, personally prepared by Gaggenau’s international culinary ambassador chef Ryan Clift, with thirteen friends in the sleek, luxurious Gaggenau Experience Centre
ENTERTAINMENT
- Watching Jersey Boys with nine BFFs from the best seats in the house after a private dinner party

RETAIL
- Discovering creative rising stars at Future Fashion Now, the revolutionary fashion portal, with a chance to pre-order and receive the highly coveted Spring/Summer 2013 designer collections before they hit the stores

TRAVEL
- Enjoying special booking privileges at the invitation-only Crockfords Tower at Resorts World Sentosa

IS PRICELESS SINGAPORE THE FIRST PROGRAM OF ITS KIND FOR MASTERCARD?

First introduced in July 2011, global Priceless Cities include New York, London, Sydney, Toronto, Chicago and Beijing. The program reaches out to consumers through their passion points, enabling cardholders opportunities to indulge in exclusive dining, travel, entertainment, attractions and retail experiences in the cities where they live. More Priceless Cities will be launched in the coming months to enable further Priceless consumer experiences across the globe.

The Priceless Cities assets will also be used by MasterCard’s partners in financial institutions and retailers for a range of cardholder acquisition and retention campaigns.

MasterCard has always believed that experiences are more important than material possessions. Now, with the MasterCard Priceless Cities Program, MasterCard cardholders can make their city experience even more Priceless.

WHY WAS SINGAPORE CHOSEN AS A PRICELESS CITY?

Singapore is the first city in Southeast Asia to launch the MasterCard Priceless Cities program, a long-term global program dedicated to bringing consumers closer to their passions in new and exciting ways.

Priceless Singapore is aimed at benefiting consumers residing in Singapore, as well as the millions of inbound visitors to the city each year. A significant proportion of these visitors are from Southeast Asia (41.1%) and North Asia (25.7%).

Further to that, the latest MasterCard Index of Global Destination Cities placed Singapore among the world’s top destination cities. Singapore ranked fourth out of 132 cities globally by international visitor arrivals and fifth overall by visitor spend. Singapore is also an important business hub. A MasterCard survey showed that 68% of Singaporeans felt they work hard for their money and deserve to reward themselves with the extras in life.

Singapore constantly surprises and wows both its population and visitors alike with the diversity of its multi-cultural society, delectable cuisine, exciting shopping options and many hidden delights. The island is also growing in reputation as a world-class entertainment hub, with global events on its calendar such as the F1 night race and the recent opening of attractions like Gardens by the Bay and the integrated resorts adding a new dimension and level of excitement in the city.

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1 Statistics according to the Quarterly Tourism Focus 2011 published by the Statistics Department, Research and Incentives Division, Singapore Tourism Board
Despite its small size, Singapore packs a punch well beyond its size. Priceless Singapore builds on MasterCard’s long-running and iconic ‘Priceless’ campaign to bring Singaporeans experiences that are truly beyond any price tag and that would also ignite a newfound passion for the city.

WHAT MAKES PRICELESS SINGAPORE UNIQUE?

Priceless Singapore is all about bringing people closer to their passions. We have taken the time to understand those passions to build a program of truly unique opportunities that will enable MasterCard cardholders to have Priceless experiences that reward them for choosing to use MasterCard.

HOW LONG WILL PRICELESS SINGAPORE LAST FOR?

Priceless Singapore is an ongoing program that kicks off on 12 October, 2012. As the Priceless Cities program develops, we will be creating opportunities for MasterCard cardholders to redeem offers both at home and abroad, which we know is important for them as frequent travelers.

HOW DOES PRICELESS SINGAPORE DIFFER FROM BENEFITS OFFERED BY OTHER CREDIT CARDS AND COUPON SITES?

Priceless Singapore is not centered on percent-off deals or coupons, but rather, gives MasterCard cardholders the opportunity to experience truly Priceless opportunities.

DO I NEED TO BE A MASTERCARD CARDHOLDER TO REGISTER FOR PRICELESS SINGAPORE?

You don’t have to be a MasterCard cardholder to enjoy the things Singapore has to offer, but you may miss out on Priceless opportunities!

Priceless Singapore is a program open to all local and international MasterCard credit, debit and prepaid cardholders. MasterCard World cardholders will also be eligible for additional VIP experiences through Priceless Singapore. To book, reserve and purchase these unique experiences and exclusive offerings, visit www.pricelesssingapore.com

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