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BARCLAYCARD IS THE TOP UK CREDIT CARD BRAND, ANNOUNCES AURIEMMA CONSULTING GROUP

[LONDON] --- Auriemma Consulting Group (ACG) recently published its 2nd annual Issuer Brand Index report, which measures consumer perception of top credit card issuers in the UK. This year's report found that Barclaycard retained its spot as the strongest credit card brand in the UK. This position was partially supported by the lender's large market share of credit cards and a high level of brand awareness, Barclaycard also earned the top ranking among respondents who do not hold Barclaycard-branded cards.

The author of the research, Megan Bramlette, a Managing Associate at ACG, says, "Though it is clear that Barclaycard's strong market presence certainly contributes to consumers' perception of the brand, the fact that the brand resonates even among non-cardholders indicates that the efforts they have taken to build brand equity across the market are working."

Capital One retained the #2 position in the IBI this year, driven primarily by high perceived brand quality and awareness. Additionally, card usage among Capital One cardholders was high enough to earn the lender the #2 spot in that category. The lender with the highest card usage rate was NatWest, which was the primary reason that they rose to the #3 spot from #5 in last year's study.

One of the more notable drops in the IBI rankings belonged to Halifax, which fell from the #3 spot to the #6 spot in this year's study. Falling card usage is the culprit for the lender's fall, though its acquiring partner, Lloyds TSB, has retained the #4 spot for the past 2 years.

Top 10 UK Credit Card Brands

1. Barclaycard
2. Capital One
3. NatWest
4. Lloyds TSB
5. American Express
6. Halifax
7. Marks & Spencer
8. MBNA
9. Royal Bank of Scotland
10. HSBC

About the Issuer Brand Index

During the course of 2008, 2,030 British credit card users evaluated 17 credit card brands in terms of card usage, brand awareness, brand quality, and other characteristics. Data was collected using a web-based survey platform. The full results were originally published in Volume 2, Issue 4 of Cardbeat, a syndicated market research service that tracks changes in consumer attitudes towards topics that affect the payments industry. Issues of Cardbeat are published quarterly in the UK.

About Auriemma Consulting Group

Since 1984, ACG has offered comprehensive management consulting, consumer research, and industry roundtable and benchmarking services to the financial services industry. ACG clients include credit card issuers, commercial banks, auto and mortgage lenders, merchants, networks, and industry vendors. Areas of expertise include collections, operational effectiveness, customer service, risk management, alliance development, marketing, knowledge management, strategic planning, financial strategies, benchmarking, and litigation support. With offices in New York and London, ACG offers actionable solutions to help clients make important business decisions to maximise their efficiencies and revenues.

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