



Pressemitteilung

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Visa Europe becomes Official Founding Partner of Berlin's O₂ World

In addition to its partnership with entertainment venue "The O2" in London, Visa Europe becomes exclusive Partner in Berlin

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Visa Europe has signed an exclusive agreement with Anschutz Entertainment Group, owners of Berlin's O₂ World, to become a founding partner as the 'Official Payment Partner'. This world class venue, with space for more than 17,000 guests, is set to open near the Ostbahnhof Berlin in September 2008.

V PAY, Visa's new European debit card solution, which is at the heart of Visa Europe's commitment to the European marketplace, will be further strengthened by the expansion of Visa Europe's O₂ partnership to Berlin. From today, it will serve to support over 33 banks in 9 markets who have committed so far to issue over 35 million V PAY cards.

The partnership strengthens Visa Europe's commitment to providing cardholders with excellent benefits and rewards.

As a founding partner, Visa has exclusive payments rights to associate itself with the venue. This means that Visa and V PAY cardholders will have opportunities to experience amazing entertainment in a world class venue to see shows, concerts and sporting events. The opportunities for Visa Europe of extensive branding in and around the arena are complemented by the use of two suites for hospitality purposes. Visa member banks can also use the facilities for their customers in conjunction with Visa Europe.

Colin Grannell, Executive Vice President, Partnership Marketing at Visa Europe comments:

"We're delighted to have developed this agreement with Anschutz Entertainment Group to become a founding partner of the O₂ World in Berlin. This new and exciting venue looks set to follow in the footsteps of London's O₂ in attracting huge numbers of visitors. Similar to our partnership in the UK, this will bring great benefits to both Visa and our cardholders with extensive exposure of the brand and the opportunities to communicate our innovations in Europe such as V PAY."

Grannell added: "Visa has a history of developing truly innovative partnerships with major sponsorships across the globe, including the Olympic and Paralympic Games, the FIFA World Cup, FOX and Disney. This latest initiative extends our track record of excellent customer opportunities and we're thrilled to be part of such an exciting venture."

Detlef Kornett, CEO Anschutz Entertainment Group, added:

"This new partnership with Visa is a clear example of how the O₂ World has attracted some of the world's biggest brands by providing them with far-reaching and unique opportunities for their customers."

-Ends-



Note to editors

About Visa Europe

In Europe, there are over 350 million Visa debit, credit and commercial cards. In the 12 months ending December 2007, those cards were used to make purchases and cash withdrawals to the value of over €1.3 trillion. 11.4% of consumer spending at point of sale in Europe is with a Visa card.

Visa Europe is a membership association - an organisation owned and operated by its 4,600 European member banks – that was incorporated in July 2004. In October 2007, Visa Europe became independent of the new global Visa Inc., with an exclusive, irrevocable and perpetual license in Europe.

As a dedicated European payment system it is able to respond quickly to the specific market needs of European banks and their customers - cardholders and retailers - and to meet the European Commission's objective to create a true internal market for payments.

Visa enjoys unsurpassed acceptance around the world. In addition, Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in over 170 countries.

For more information, visit www.visaeurope.com.

About V PAY

Created by Visa Europe, V PAY is a new European debit card based entirely on chip and PIN. Because it takes full advantage of the latest chip and PIN technology, it is cost-effective for banks to implement, efficient for merchants to accept, and secure for cardholders to use.

V PAY cards can be used, in the same secure way in every country, at millions of merchants and ATMs throughout Europe.

About Anschutz Entertainment Group

The Anschutz Entertainment Group, a subsidiary of the Anschutz Corporation, is one of the leading companies world-wide in the fields of live entertainment and sports. It owns and operates over 60 arenas, theaters, and clubs all over the world and produces and promotes world-class events.

As a further element of its international portfolio, the Anschutz Entertainment Group holds a number of sports teams in the United States and in Europe, first and foremost soccer and ice hockey teams, including, among others, the German Ice Hockey League Clubs Eisbären Berlin and the Hamburg Freezers. In 2007 the Anschutz Group caused an international sensation when they signed David Beckham to their soccer team, the LA Galaxy. The Anschutz Entertainment Group employs over 5,000 people in 45 companies world-wide and has its international headquarters in Los Angeles.

The O₂ World

One of Europe's most modern multi-functional arenas – the O₂ World – is currently under construction in the heart of Berlin. Opening 2008 the O₂ World will be the main stage in the German Capital for Sports and Entertainment Highlights. Up to 17, 000 spectators, including 1000 Business seats and 59 Entertainment Suites will have perfect sight and sound from every seat. The Arena is equipped with state of the art LED-Screens and can be transformed from a concert hall to a sports venue within a few hours. Its central location, right in the middle of the city, in combination with excellent transportation connections will make the O₂ World an extremely accessible venue for visitors from Berlin and those coming into the city from elsewhere.