

The art of gifts becomes more stylish and easier with MasterCard pre-paid TBI Card

Sofia, Bulgaria, March 4, 2010 – Forgetting to buy a gift for your wife's or girlfriend's birthday might turn into a nightmare for any man. Probably the second worst case scenario would be if the gift is inappropriate according to the woman's taste. MasterCard Europe and TBI Credit are offering a good solution to protect Bulgarians from the second risk with the recent launch of TBI Card – a pre-paid MasterCard gift card.

Besides for the forthcoming International Day of the Woman, TBI Card can save a lot of troubles for choosing the perfect gift for holidays, birthdays, graduations, anniversaries, or any other celebration, because is a gift with style and moreover the recipients can have exactly their dream gift. Manuel Alexe, Associate Vice President “High Growth European Markets”, MasterCard Europe, commented: *“Bulgarian consumers have deep understanding of the benefits payment cards can provide them with. They are open-minded and on the alert for innovative solutions which can enhance the quality of their lifestyle. The dynamic lifestyle of today's Bulgarians provides a great opportunity for mastering the art of giving through stylish pre-paid gift cards as TBI Card. MasterCard is working closely with its local issuing institutions to offer the most appealing and well targeted card programs to answer the needs of Bulgarian consumers.”*

Valentin Galabov, Executive Director TBI Credit Plc. commented: *“With TBI Card we put the end of “cash in an envelope” gifts, and by this we set the beginning of introducing all pre-paid cards programs in a unique for Bulgaria way”.*

TBI Card is a pre-paid MasterCard gift cards which is loaded upfront with funds and can be used multiple times up to the selected amount. After the amount is used, the card is automatically de-activated. Being a MasterCard pre-paid gift card, TBI Card is accepted at POS in Bulgaria and abroad – at all MasterCard 8.8 million acceptance locations in Europe and approximately 30 million acceptance locations worldwide.

When you want your gift to be special, you can choose the appropriate design whether to personalize the card - and make it unique with the name of the recipient. You can also choose the amount of the gift by defining it yourself. To purchase TBI Card costs BGN 6, but you receive it in a luxurious package – ready to be given. Additional benefits you can use when paying with TBI CARD are 10 % discount at TBI Rent-a-car.