



COMMONWEALTH BANK BOOSTS PLATINUM CREDIT CARD BENEFITS TO PROVIDE EVEN BETTER VALUE

13 July 2004: The Commonwealth Bank has added even more value for its Platinum Credit cardholders, launching a substantial new benefit - Companion Flies Free – and a guaranteed pricing scheme.

The Companion Flies Free offer allows travellers booking business or first class flights using their Platinum Credit Card on either Japan Airlines or Air Tahiti Nui to receive a free business or first class ticket for a companion if they book through the Commonwealth Awards Service Centre*.

Commonwealth Bank Platinum cardholders have the choice of flying to Tahiti or Los Angeles on the award winning Air Tahiti Nui or flying with Japan Airlines to Europe, USA, Japan or Mexico.

The Bank's Executive General Manager, Stephen Morrow, said the new offer reflects the Commonwealth Bank's commitment to give its customers one of the most competitive credit card reward programs in the Australian market.

"By including this Companion Flies Free offer on the Platinum reward program, the Commonwealth Bank has made business class travel more affordable for more Australians," he said.

"When you consider the price of a business class ticket and the range of destinations that these two airlines cover, we are confident that this will be a popular offer with our Platinum credit cardholders.

"Just one eligible overseas trip with a partner or friend will pay for the card's annual fee of \$250 many times over."

Travellers and holiday makers can also save money with their Platinum credit card by taking advantage of complimentary international travel insurance, commission-free travellers' cheques and lost/stolen card protection.

While travel benefits make up a significant component of the Platinum credit card rewards program, other rewards - such as the "Guaranteed Pricing Scheme", also launched this month, - ensure that the benefits of the Platinum credit card can be enjoyed by a full cross-section of the customer base.

The guaranteed pricing scheme enables a customer to purchase personal goods on their Platinum credit card and if, within 21 days of the date of purchase, they see the same personal good advertised at least \$75 cheaper, they will be refunded the price difference up to \$500.*

*Conditions apply and pricing is based on full published airfares.

ENDS

Media contact for more information:

Steve Cookson
Group Corporate Relations, Commonwealth Bank
Phone: 02 9378 2504
Email: cooksos@cba.com.au