

## MasterCard Brings Cardholders Fashionable Privileges for the Season

MasterCard is presenter and sponsor of some of the foremost premium fashion events globally, and this year, MasterCard kicks off the fashion calendar in Singapore as the official card of Fashion Season @ Orchard 2010.

MasterCard has lined up a series of fashionable lifestyle privileges and offers to excite and inspire cardholders. From exclusive benefits at shopping malls to pampering styling sessions, cardholders have a variety of privileges to choose from this season.

Some of the privileges and benefits available to MasterCard cardholders include:

### ***Exclusive discounts and shopping privileges***

MasterCard and the Orchard Road Business Association have lined up exclusive discounts and shopping privileges for cardholders with ten shopping malls and some 120 merchants in Orchard Road for Fashion Season @ Orchard from 2 April – 9 May 2010. The ten malls include 313@somerset, Forum The Shopping Mall, Mandarin Gallery, Orchard Central, Paragon, Plaza Singapura, TANGS Orchard, The Centrepoint, The Heeren and Wisma Atria.

### ***Lucky Draw***

Every SGD50 spent at participating shopping malls/merchants entitles shoppers to enter a lucky draw to win shopping vouchers and prizes worth up to SGD100,000. MasterCard further sweetens the deal by tripling the treat – MasterCard cardholders get not one, but three chances in the lucky draw with the same amount spent.

### ***Voucher Redemption***

The first 120 MasterCard cardholders each week to charge SGD200 to their cards in a participating mall will receive a SGD10 shopping voucher from the participating mall. For shoppers at Mandarin Gallery, the first 50 each week to charge SGD1,000 on their MasterCard cards will receive a SGD50 Mandarin Gallery shopping voucher.

### ***Fashion Styling Session @ The Centrepoint***

MasterCard offers cardholders an incentive to glam it up with a SGD10 discount off the price of the Fashion Styling Session @ The Centrepoint. The session comprises a 2-hour fashion styling course, a makeover by Bobbi Brown, hairstyling by Capello Loft, a dining voucher, and a Canon professional photo shoot of their newly-styled self that cardholders can have as a keepsake, along with a goodie bag worth SGD100.

*\*Terms and conditions apply for all the above listed promotions.*

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