

A NIGHT OF EXCLUSIVE REWARDS AND PRIVILEGES

Returning for its 8th consecutive year, the Maybank American Express Membership Rewards Night 2014 is one of the most exclusive loyalty programmes event in Malaysia. This year's annual Membership Rewards Night showcased an exclusive selection of merchandise and promotions which were redeemable at special discounts using Reward Points. The exclusive event attracted more than 800 selected Cardmembers with more than 150 million points redeemed.

Over 20 top merchants which included Jaguar, Malaysia Airlines, YTL, Sony, Noritake, Habib, BOSE, Samsonite and many more were among the participants this year. Cardmembers used the points accumulated to redeem for frequent flyer miles as well as shop, dine, purchase merchandise or even pay their outstanding balances.

Maybank's Head of Cards Group, B Ravintharan said, "As a leader in the cards business in Malaysia, we are constantly improving the rewards experience by increasing the value of our points and offering better benefits to our Cardmembers. Our aim is to consistently meet the evolving needs of our affluent consumers who are always on the lookout for the best value, flexibility and diversity of redemption items."

"Among the items that Cardmembers can look forward to redeem are 2 Jaguar car models, Jaguar XJ which is worth more than RM600,000 and Jaguar F-Type worth more than RM900,000, 50% additional Enrich miles for any miles conversion by Malaysia Airlines, Noritake Cutlery Sets, Micheal Kors Ladies Wristlet, Samsonite Luggage Bags and many more. In addition, they can also redeem Raffle tickets for charity to win Business Class flights tickets to London and Paris. Proceeds from the charity will be donated to Women's AID Organisation," added Ravintharan

The Membership Rewards Programme also offers its Cardmembers a distinct proposition that includes Frequent Travel Option, Non-Frequent Travel Option and Instant Redemption that complements in the lifestyle of Cardmembers. There is no expiry and capping for the Membership Rewards.

Guests at the event were entertained by talented singer Janet Lee livened up the evening with popular jazz numbers.

The American Express Membership Rewards Night has been recognised with a Merit Award for Experiential/Event Marketing Category at the Advertising & Marketing inaugural Marketing Excellence Award 2013.