



News Brief

Banamex launches traveller's card loyalty scheme

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The US-based loyalty marketing firm Consumer Benefit Services Inc. (CBSi) has signed an agreement with Citigroup's Banamex bank in Mexico to administer its new Pass Points loyalty rewards program for its Travel Pass credit cardholders. Travel Pass cardmembers will earn 1 Pass Point per dollar for purchases made on their Travel Pass credit card, and can earn bonus points for purchases made outside of Mexico and at travel-related merchants. There is no limit to the number of Pass Points that cardmembers can earn. Cardholders can then redeem their points for discounted airline travel and for free airline tickets on all the major airlines, with no blackout dates or restrictions. The points can also be redeemed for hotel stays worldwide, holiday packages, and cruises. Travel Pass cardmembers also have access to a bilingual travel agency service.

For additional information:

- Visit Banamex at <http://www.banamex.com.mx>
- Visit CBSi at <http://www.consumerbenefit.com>

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Sources: Consumer Benefit Services Inc.; Banamex Financial Group

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Mexican Bank Starts Loyalty Program

Citibank's Banamex, Mexico's largest commercial bank, is using a new Pass Points loyalty rewards program from Consumer Benefit Services Inc. to run its Travel Pass credit card portfolio.

Under the agreement, Travel Pass cardmembers earn one Pass Point per dollar for purchases made on their Travel Pass credit card and earn bonus points for purchases made outside of Mexico and at travel-related merchants.

Cardholders can redeem the points for discounted airline travel, hotel stays, vacation packages and cruises. The program will be supported by a toll-free bilingual customer service and travel redemption center.

Consumer Benefit Services provides rewards support to more than 8 million consumers through 35-plus loyalty clients including Navy Federal Credit Union, U.S. Bank and BB&T.