



## Press Release

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FOR IMMEDIATE RELEASE

# Citigroup's Banamex to Launch in Mexico a New Loyalty Rewards Program Called Pass Points

Naperville, Illinois – November 9, 2005

### **Agreement with Consumer Benefit Services, Inc. to provide administration, fulfillment, bilingual travel redemption center, and customer service.**

Consumer Benefit Services, Inc., (CBSi), Naperville, Illinois, an international loyalty marketing company, announced a partnership agreement with Banamex, the most important financial institution in Mexico, to administer its new Pass Points loyalty rewards program for their Travel Pass credit card portfolio. Travel Pass cardmembers earn one 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 redeem Pass Points for discounted airline travel and for free airline tickets on all the major airlines with no blackout dates and restrictions. Pass Points can also be redeemed for hotel stays worldwide, vacation packages and cruises. Travel Pass cardmembers will also have available a bilingual full-service travel agency for any travel arrangements they wish to make, anywhere in the world. "The Pass Points loyalty program is a one-of-a-kind in Mexico. Travel Pass cardmembers will be able to earn more Pass Points faster than any other loyalty program in Mexico, and will enjoy access to outstanding travel awards and benefits" said Ronald J. Raposa, Executive Vice President for CBSi. "The Pass Points program will also be supported by a toll-free bilingual customer service and travel redemption center".

"We are very happy to partner with CBSi to offer the Pass Points loyalty program in Mexico. CBSi provides us with a comprehensive loyalty program solution, in Spanish and English, that rewards our cardmembers with excellent travel-related awards and benefits" said Alejandro Gomez Urquiza, Director of Business Development for Banamex Financial Group. "The flexibility of their loyalty platform and customer service will allow us to provide our cardmembers with the best possible rewards program."

**About Banamex Financial Group**

Banamex Financial Group is a leading financial group in Mexico. Following a strategy of universal banking, the Group offers a variety of financial services to corporate and individual taxpayers that includes commercial and investment banking, insurance and investment management. Banamex; founded in 1884, is the largest commercial bank in Mexico in terms of capital and profits. The Bank has an extensive distribution network of more than 1,400 branches and 4,900 ATM's located throughout the country.

**About Consumer Benefit Services, Inc.**

Consumer Benefit Services, Inc. (CBSI) is a Naperville, Illinois based international provider of loyalty marketing, performance improvement and benefit programs to over 8 million consumers through 35+ loyalty clients including Navy Federal Credit Union, U.S. Bank, and BB&T. In addition to our very successful DreamMiles® rewards program, we recently announced the introduction of a new loyalty program called CommunityFirst® plus personal reward which is the "next generation" of loyalty rewards programs. It is designed to generate income opportunities for financial institutions and merchants while benefiting both participating customers and their personally selected non-profit organizations.

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