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### **Cathay Pacific, BDO, American Express launch new credit cards**

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*By Quennie Bronze*

**May 07, 2009** - CEBU, Philippines - Executives from Banco de Oro, American Express and Cathay Pacific Airways were in full force during the launch of their co-branded credit cards at the Marco Polo Plaza Hotel last April 20.

Banco de Oro Unibank Inc., one of the leading financial institutions in the Philippines, American Express, a recognized global leader in travel and payment services, and Cathay Pacific Airways, one of the world's leading airlines, introduced the Cathay Pacific Elite Credit Card and the Cathay Pacific American Express Credit Card. These credit cards are tailor-made for travelers and members of The Marco Polo Club and Asia Miles.

Asia Miles is a travel reward program with more than 300 partners worldwide in nine partner categories including airlines, finance and insurance, hotels, telecoms, cars and transport, retail, dining, travel and leisure, as well as professional services.

Rolando C. Tanchanco, executive vice president and head of BDO's Consumer Lending Group said the partnership with Cathay Pacific and American Express is BDO's way of extending their leadership in the credit card industry.

Katrina Stuart, vice president and group general manager of American Express' Global Network Services, Japan, Asia Pacific and Australia also said that the credit cards reaffirm American Express' commitment to increasing its brand presence in the Philippines.

Cathay Pacific Loyalty Programs general manager Paul Loo, meanwhile, said the new credit cards are the airline's way of supporting and providing more services to their frequent travelers.

The new credit cards are the only cards in the country that rewards card holders with instant Asia Miles on all purchases, complimentary Green Tier membership to Marco Polo Club, Asia Miles discounts, and travel insurance coverage.

Holders of the Cathay Pacific American Express Elite Credit Card will get 3,000 bonus Asia Miles with their first purchase and will earn one Asia Mile for every P38 spent on their card while holders of the Cathay Pacific American Express Credit Card will get 1,500 bonus Asia Miles on their first purchase and earn one Asia Mile for every P42 spent on their credit card.