

## **BANK SOHAR INTRODUCES NEW INTERNET CREDIT CARD TO MAKE ONLINE SHOPPING SAFER AND EASIER**

**Muscat, 11th November, 2009:** Bank Sohar has announced the launch of its new IExcel Internet credit card, yet another valuable proposition from Bank Sohar, which will allow its customers to make their online purchases much more secure.

The introduction of the new card comes as increasing numbers of Omani residents are choosing the convenience of transacting and shopping online. The new special IExcel Internet Credit Card will ensure that Bank Sohar customers can be totally confident of the security of the online purchases they make when accessing the millions of merchants that accept VISA cards online.

The introduction came at a briefing held for the media at the Bank Sohar training centre at their Qurum branch. The card can be applied for at any of the 13 Bank Sohar branches across the Sultanate of Oman.

Bank Sohar DGM Retail Banking Khalfan Al Taley made the announcement to the assembled media and was joined by a number of senior colleagues including Mr. M Dinesh, AGM & Head – Strategy, Business & Product Development, Mr. Salim Khamis Saif Al Miskry, AGM-Branches, Ms. Vlada Schmatchenko, Head- Card Operations and Product development

The new IExcel card is the latest addition to the Bank Sohar credit card family that includes Excel Classic, Gold and Platinum credit cards.

Features of the new internet credit card include a low credit limit that helps ensure the security of the individual's credit funds, convenient low monthly installments from as low as 5% per month and use that is restricted for online purposes, which provides customers with more confidence while using the card online.

Among the many benefits of the new card are free membership fees for customers already holding other Bank Sohar credit cards, free mobile SMS alerts on transactions when using the IExcel card and the most comprehensive travel insurance in the market.

Commenting on the launch of the new innovation by the bank, DGM Retail Banking Khalfan Al Taley said: "Our new IExcel card will mean that our customers can enjoy the convenience of online shopping in the safest and most secure manner when looking to buy everything from booking holidays, to buying electronic goods or books. The new internet credit card is meant to provide our customers with additional peace of mind when it comes to using your card for online purchases"

As Oman's youngest and fastest growing bank, Bank Sohar is rapidly ensuring that its customers have the opportunity to take advantage of every modern banking tool including internet banking and online purchasing.

The Bank is issuing ever increasing numbers of credit cards to its customers as more and more people in Oman recognize the benefits of using credit cards as a safe and secure way to make everyday payments for all of their shopping and purchasing requirements.