

Fly FREE to the World's great cities with UAB's Ultimate Rewards Program - FlyWards

Spend less compared to other Banks & book online with over 360 airlines anytime, any place, anywhere

Enjoy your dream holiday for FREE with UAB's Ultimate Rewards Program, FlyWards

Abu Dhabi (UAE) - September 3, 2012: United Arab Bank (UAB), the Bank of the Year in the UAE as voted by the Financial Times Group and the UAE's fastest growing bank has launched a revolutionary new Rewards Program, FlyWards, for its customers. This Program further distinguishes UAB for being the first bank in the UAE to introduce such a Program.

For a lower Credit Card spend compared to other Banks, UAB Customers can now redeem free flights to any destination across the globe in addition to accessing over 360 airlines. Furthermore, Customers can enjoy the benefit of extra rewards by also earning miles with the airline they travel on while redeeming their FlyWards points. Finally, customers can also make bookings online anytime, any place, anywhere and with an airline of their choice.

Paul Trowbridge, Chief Executive Officer, United Arab Bank said: "At UAB, we have repeatedly demonstrated our ability to deliver outstanding value to our customers across a range of products and services. FlyWards is the latest initiative from UAB and we are absolutely delighted to be the first Bank to launch this exciting Rewards Program in the UAE. Keeping in mind the ever-changing demands of today's Consumers, UAB continues to pioneer the introduction of innovative products thereby positively altering the banking landscape in the UAE once again."

Tom Smith, Executive Vice-President & Group Head of Retail Banking, added: "It is the only Program of its kind where customers can earn points for debit card, salary transfer and fixed deposit transactions, in addition to earning points on all credit card transactions. With FlyWards, our customers can now fly anywhere in the world by booking tickets from the comfort of their offices or homes, not only for themselves but also their family and friends too. The best part is that they are not restricted to one airline or one departure point, which means absolutely no black-out dates! In addition, as a special introductory offer for a month, customers with fixed deposit placements of AED 100,000 or above will get a return ticket to the top five European destinations - London, Paris, Barcelona, Milan and Berlin."

Ends