



# Diners Club and MasterCard Announce Groundbreaking Alliance



Card Issued in the U.S. and Canada



Card Issued outside the U.S. and Canada

MasterCard and Diners Club® have established an alliance that will provide enhanced global acceptance to Diners Club North America Cardmembers, and enhanced U.S. and Canadian acceptance for Diners Club International Cardmembers.

As part of the alliance, Diners Club Cards that are issued in the United States and Canada will be redesigned to include the MasterCard® account number and MasterCard Mark and Hologram on the front of the Card in order to function as MasterCard cards. These Cards will be accepted at almost 24 million MasterCard credit card merchant locations worldwide. The Cards will continue to provide the features and benefits that Diners Club Cardmembers value, including the award-winning Club Rewards Program, unmatched customer service, and industry-leading information products.

The redesigned U.S. and Canada Diners Club Cards will be issued in a phased approach, beginning with reissuance of existing Canadian Diners Club Cards and new issuance of U.S. corporate cards by end of 2004. Phase two of the implementation will begin 2Q05 with the reissuance of the redesigned plastic to existing U.S. Diners Club Cardmembers.

Diners Club Cards issued by Diners Club International franchises (outside the United States and Canada) will include the MasterCard Mark on the back of the Card and maintain their existing Diners Club charging number. These Cards will be accepted at MasterCard merchants in the U.S. and Canada and processed as MasterCard credit card transactions. When used outside of the United States or Canada, these Cards will continue to be accepted and processed by Diners Club as they are today. Reissuance of Diners Club International Cards is slated for later next year.

The partnership will not only provide MasterCard with significant incremental volume but will also leverage the unique capabilities afforded through the MasterCard flexible Global Clearing Management System (GCMS) processing.

"We are incredibly excited to be working with our new partners Diners Club North America and Diners Club International, and our long-time partner Citibank to create this exciting new alliance," says Alan Heuer, MasterCard chief operating officer. "It significantly enhances Diners Club's value proposition for both our partners and their cardmembers."

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Note: Edited on 7 March 2005.

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