DUNCAN LAWRIE
private bankers

Press Release 30/09/2010

Duncan Lawrie first to launch Visa SimplyOne in the UK

Duncan Lawrie private bankers are issuing the innovative new dual application Visa SimplyOne cards to their clients in October 2010. Following a successful trial of the cards across the UK, the Belgravia-based bank is rolling out the new card to existing Sterling Visa card holders.

What is Visa SimplyOne?
Visa SimplyOne allows card issuers to combine two payment options on a single piece of plastic. The Duncan Lawrie Visa SimplyOne card will bring together credit and debit options giving clients the choice of payment type.

How does Visa SimplyOne work?
When the cardholder makes a purchase on the retailer's premises, the till's Chip and PIN card reader will provide the option as to whether they wish to pay using credit or debit. Once the cardholder has selected a payment option the PIN request screen will appear. The cardholder then enters their PIN (which is the same for both credit and debit payments) and the transaction will complete as normal.

When shopping online, the card holder chooses between payment options by entering the relevant sixteen digit number displayed on the card; the credit card number is shown on the front and the debit card on the back.

Benefits for clients
Besides only having to remember one PIN, the option to pay by credit or debit makes Visa SimplyOne a budget-friendly, convenient and easy way to help people manage money and keep track of their everyday spending.

Peter Ostacchini, Deputy Managing Director and Head of Banking at Duncan Lawrie commented;

> "We are pleased to be the first UK bank to issue Visa SimplyOne to our clients. We are a principal member of Visa whose innovation in product design makes it the

world's leading payment provider. Visa has a well-established and thorough product development programme which means we can identify the ideas of real value to our clients early on in the process and work with Visa to bring those benefits to fruition quickly and efficiently."

Ends

For further information please contact Peter Ostacchini, Deputy Managing Director on 020 7201 3063 or via postacchini@duncanlawrie.com.

www.duncanlawrie.com

Notes to Editors:

Duncan Lawrie opened its doors for business as a private bank in April 1971 and is dedicated to delivering top-class, efficient and friendly services founded on an in-depth understanding of each client's needs.

The company offers a full range of private banking services including:

- current and deposit accounts
- personal loans including matrimonial dispute loans
- discretionary investment management
- specialist financial planning advice covering:
    - investment of cash resources and investment of surplus income
    - tax-levered investment products
    - life assurance for protection and investment
    - personal pensions
    - retirement and redundancy planning
    - working abroad or returning to the UK
    - budgeting and cash flow management
    - mitigation of income tax, capital gains tax and inheritance tax
- trust and estate planning
- offshore services
- general tax management
- safe custody and
- safe deposit boxes.

The bank, which is regulated by the Financial Services Authority, has its head office in Belgravia, London and it also has offices in Bristol, Wrotham in Kent and Douglas in the Isle of Man (where it holds a banking licence). It is one of the few London banks to have its own safe deposit vault. Duncan Lawrie's ultimate holding company is Camellia plc.