



NEWS RELEASE

Hong Kong's TurboJET first ferry operator in Asia Pacific to accept Visa payWave payments

Hong Kong, 19 August 2009 – Visa today announced that Visa payWave cardholders will be able to use their contactless cards to purchase ferry tickets for trips from Hong Kong to Macau and Mainland China. Hong Kong is the first marketplace in the Asia Pacific region to offer Visa payWave acceptance at ferry service operators.

Cardholders will be able to purchase tickets with a wave of their contactless card at ticketing offices at the Hong Kong Macau Ferry Terminal in Shun Tak Centre, China (HK) Ferry Terminals in Tsim Sha Tsui and at the arrival area at the Hong Kong International Airport.

Sunny Cheung, Country Manager of Hong Kong and Macau for Visa said, "Since its introduction in Hong Kong last year, Visa payWave has gathered great momentum with acceptance in various merchant segments including supermarkets, fast food chains, restaurants, personal care stores, and now ferry services. We are committed to creating more Visa payWave acceptance points for our cardholders so that they can benefit from the 'wave, pay and go' experience."

Travelling by ferry is one of the more common modes of travel in Hong Kong. For instance, during the first four months of 2009 more than 3 million people visited Macau by ferry, a growth of 2.3 percent compared with the same period last year.¹

"As a ferry service operator, we understand that time is very important to our customers, and we can see that the convenience and user friendliness Visa payWave offers can help our travellers to better manage their own time," said Anna Hong, Deputy General Manager of TurboJET. "We are excited to work with Visa to introduce this innovative payment technology at our ticketing offices. We hope to bring synergy that will benefit thousands of leisure and business travellers we serve every day."

Visa payWave is a secure contactless payment technology that speeds up transactions by removing the need to physically swipe or insert the card into a payment reader. Customers hold their Visa payWave-enabled card at a close range from the contactless reader to make payment. In Hong Kong, cardholders can pay for transactions of up to HK\$500 without having to resort to signature verification.

¹ Macau Government Tourist Office, Key Indicator, April 2009



The first Visa payWave card in Hong Kong was launched in February 2008. The two Visa payWave card products currently available in Hong Kong are Hang Seng enJoy Visa Card and KFC Visa Card. Visa payWave contactless payment is now available at various retail stores (IKEA), restaurants and café chains (Oliver's The Delicatessen, Maxim's MX), supermarkets (Wellcome, Market Place by Jasons, ThreeSixty, China Resources Vanguard), health and beauty stores (Mannings, GNC), fast food chain stores (KFC), cake shops (Maxim's Cakes) and ferry services (TurboJET) in the territory. Visa payWave can also be used as a regular Visa card at 28 million merchant locations and 1.4 million ATMs worldwide.

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About Shun Tak-China Travel Ship Management Limited

The operating brand of Shun Tak-China Travel Ship Management Limited, TurboJET, is one of the most professional and credible ferry service operators in the Pearl River Delta region. The company owns the largest fleet of high-speed vessels in the world, providing 24 hours scheduled sailings with comprehensive services between Hong Kong and Macau. Taking aim to further strengthen the connectivity amongst Pearl River Delta cities and world destinations, TurboJET endeavors to introduce innovative services and harnesses new markets for the development of a seamless transportation network in the region. In 2003, TurboJET pioneered the multi-modal transit service by launching an air-sea transit service platform with a ferry link that connects the major airports in the Pearl River Delta. With excellent services quality and safety management, TurboJET has won numerous major industry awards, which included "Hong Kong Top Service Brand Award" co-organized by Hong Kong Brand Development Council and The Chinese Manufacturers' Association of Hong Kong and the "Hong Kong Award for Industry: Productivity and Quality Certificate of Merit" from the Hong Kong Productivity Council.

About Visa: Visa operates the world's largest retail electronic payments network providing processing services and payment product platforms. This includes consumer credit, debit, and prepaid and commercial payments, which are offered under the Visa, Visa Electron, Interlink, and PLUS brands. Visa enjoys unsurpassed acceptance around the world, and Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in more than 170 countries.

For more information, visit www.corporate.visa.com.

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