

News Release

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British Stick Close To Home for Holidays

Research Shows Britain Remains a Popular Holiday Destination for Those Living Here

London, UK June 26, 2006 – It's official: when it comes time to planning their holiday, British holidaymakers prefer to spend their down time close to hearth and home and not leave the U.K., according to new research commissioned by MasterCard Advisors Global Cardholder Services.

The April survey conducted by YouGov of more than 2,500 British adults found that 68% of the respondents have been on holiday in the U.K. over the last two years, followed by Europe (57%).

Britons do take 'long-haul' trips with 17% having holidayed in North America in the last two years, 6% in Africa or Asia, 4% in Australasia and 3% in South America.

The survey also found that 28% percent of Britons would like to go on more adventurous holidays. Of those would-be adventurers, 16% were over the age of 50.

"Whilst we weren't surprised that Britons like to holiday here in the U.K, we were intrigued to note that it was the No. 1 destination in every demographic, in all ages, income levels, genders and regions," said Tony Shawcross, Senior Managing Consultant, Global Cardholder Services, MasterCard Advisors.

"The survey also found that most of us invest a great deal of time and care in organizing our holidays which is not surprising, as 65% of respondents said vacations are very important to their general well-being, so the right holiday is worth vesting their own time into," said Shawcross. "Not surprisingly, 36% of the respondents said the thought of upcoming holidays kept them going whilst at work."

Travel Troubles May Delay Fun

Sadly, travel mishaps remain a significant problem for many Britons on holiday, with 27% of people suffering trouble while away. The most frequent problems include needing medical aid (7%), luggage lost or damaged (6%), money lost or stolen (4%), car breakdown assistance (3%) and lost or stolen credit or debit cards (2%).

"Sorting-out these problems can take a considerable amount of time," said Shawcross. "We found that 23% of people who have experienced trouble have spent two to five hours resolving travel problems in the last two years and 12% have spent five to 10 hours."

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Wherever they travel, MasterCard Global Service™ is available day or night to alleviate at least two travel concerns, "If your MasterCard card is lost or stolen, you can cancel the card with one quick, toll-free call to MasterCard Global Service and also receive a temporary card within two business days almost anywhere in the world," explains Shawcross. "If you are in need of a cash advance, MasterCard will also work with your card issuer to obtain one."

Cardholders who are traveling in the U.K. can contact their bank or call MasterCard Global Service on 0800-96-4767 for assistance or they can call collect from anywhere on 1-636-722-7111. A complete list of the 80 toll-free numbers traveling cardholders can call to obtain emergency card-related services worldwide is available at www.mastercard.com.

Note to Editors: Survey Methodology

This survey was conducted using an online interview administered to a nationally representative sample of 2,512 respondents taken from the YouGov panel.

About MasterCard Advisors

MasterCard Advisors, LLC, an affiliate of MasterCard International, is a global professional services organization offering payments-related consulting, information and outsourcing. Through a worldwide network of expert consultants, MasterCard Advisors offers a depth and breadth of services and customized solutions for helping clients grow and create value from their cards and payments businesses. For more information about MasterCard Advisors, go to www.mastercardadvisors.com.

About MasterCard International

MasterCard International advances global commerce by providing a critical link between financial institutions and millions of businesses, cardholders and merchants worldwide. Through the company's roles as a franchisor, processor and advisor, MasterCard develops and markets secure, convenient and rewarding payment solutions, seamlessly processes more than 16 billion payments each year, and provides industry-leading analysis and consulting services that drive business growth for its banking customers and merchants. With more than one billion cards issued through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories, and is a partner to 25,000 of the world's leading financial institutions. No payment card is more widely accepted than MasterCard, which is accepted at more than 24 million merchant locations worldwide. For more information go to www.mastercardinternational.com.

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