



The Executive Women’s Golf Association Launches Affinity Credit Card Program through PartnersFirst

WILMINGTON, DE (April 2, 2009) — PartnersFirst Affinity Services (www.partnersfirst.com), announced today that The Executive Women’s Golf Association has selected PartnersFirst to issue the EWGA MasterCard Credit Card. The EWGA is an international member-based association focused on enriching the lives of women through the game of golf. PartnersFirst is a specialized issuer of affinity credit card programs.

While other card issuers are standardizing their affinity card programs, PartnersFirst worked closely with EWGA to develop a unique card program to benefit its members. The EWGA MasterCard offers industry-leading cash, travel and merchandise rewards in addition to providing access to high-end golf events through its rewards program.

“We are thrilled with the new PartnersFirst program, which offers a robust rewards program and meaningful benefits to our members,” said EWGA CEO, Pam Swensen. “PartnersFirst was quick to understand what our members want, and designed our program to meet their needs—not to mention a great looking card.”

“The EWGA MasterCard is another great example of what we do best,” said Hal Erskine, President of PartnersFirst. “We are providing our partners with affinity programs that offer real value to their members—especially important now that the large bank programs are tending to be more generic”.

“PartnersFirst is a part of the financial solution that is helping consumers obtain personal lines of credit, while also helping grow businesses like the EWGA.” said Jocelyn Zarubi, First Independent Bank of Nevada Project Director and EWGA member.

About EWGA—Since its founding in 1991, the EWGA has enriched the lives of more than 100,000 women connecting them to learn, play and golf for business and fun. This not-for-profit membership association delivers a wide range of golf, social and networking activities for both new and experienced golfers at over 125 local chapters throughout the United States and international chapters in Canada and France. EWGA is headquartered in Palm Beach Gardens, FL.

About PartnersFirst —PartnersFirst Affinity Services provides full service credit card issuing and management services to affinity groups, banks and credit unions across the United States. PartnersFirst services more than 50 affinity partners and their members who have strong credit scores and credit history.

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