

WINNER OF WIRECARD BANK CREDIT CARD DESIGN COMPETITION SELECTED

Innovative design the winner of the "86 x 54 millimeter design" competition at Trawlix.de

Grasbrunn near Munich, August 13, 2009; The new design for a MasterCard issued by Wirecard Bank AG has now been selected: Out of the 230 designs submitted by a total of 79 participants, the jury decided on an innovative vintage-look layout.

This is the result of the "86 x 54 millimeter design" competition held on the Trawlix Internet platform, which seeks to bring creative people from the world of advertising and design together with the corporate sector. Inventive minds spent a total of eight weeks developing alternative designs for credit cards, which are frequently characterized by unimaginative looks.

The competition was initiated by Wirecard Bank, which sought to set standards in credit card design. "We were searching for new ideas standing well apart from the customary approach. As a modern financial services provider, we are committed to innovative products, something which we also want to see reflected in the layout of our credit cards", says Oliver Bellenhaus, general agent for Wirecard Bank, explaining the reasons for the competition.

The challenge for the participants was not only to develop a radically new design but also to ensure that it was capable of being implemented and adhered to the instructions issued by MasterCard.

Employees of the Wirecard Group sifted through all the submissions to draw up a short list. A jury comprising representatives of the Group then made a final decision.

The winner was a participant whose design took a completely different approach in terms of both typography and layout. The Wirecard legend was distorted to look like a white ray of light, contrasting with a vintage-look black background, thus capturing the contemporary "zeitgeist". Uniquely, at first glance, the card looks as if it has been used for years. Only closer examination reveals that the scratches form part of the design. The runner-up was a pop-art illustration, with third place going to a design with the words "Pay with a smile".

All the submission can be viewed at www.trawlix.de.

On request, printable photographic material can be provided.



Wirecard media contact:

Wirecard AG
Iris Stöckl
Bretonischer Ring 4
D-85630 Grasbrunn
Tel.: +49 (0) 89 4424 0424
Fax: +49 (0) 89 4424 0524
E-Mail: iris.stoeckl@wirecard.com
Internet: www.wirecard.de

COMMUNICATION Presse und PR
Jacqueline Althaller
Ainmillerstraße 9
80801 München
Tel: +49 (0) 89 38 66 52 60
Fax: +49 (0) 89 38 66 52 75
E-Mail: info@communicationmunich.de
Internet: www.communicationmunich.de

About Wirecard AG:

Wirecard AG is one of the leading international providers of electronic payment and risk management solutions. Worldwide, Wirecard supports over 10,000 companies from many and various industry segments in automating their payment processes and minimizing cases of default. Wirecard Bank AG provides account and credit card services both for business and private customers and is a Principal Member of VISA, MasterCard and JCB. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

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