

**PRESS RELEASE****3 June 2010**

## **DenizBank Fenerbahçe Bonus Card holders win at Petrol Ofisi as well**

**With the collaboration among Fenerbahçe Sports Club, DenizBank and Petrol Ofisi, DenizBank Fenerbahçe Bonus Card holders earn Positive Card points at Petrol Ofisi stations. While DenizBank Fenerbahçe Bonus Card holders earn Positive Card points, a part of the cost of the fuel purchased will be transferred to Fenerbahçe Club as a contribution and thus fans will contribute to their club with each purchase.**

Taking customers' expectations in consideration and offering innovative solutions financial needs with its understanding of financial supermarket, DenizBank enhances its support in sports by initiating an important collaboration with Petrol Ofisi (PO). Fenerbahçe fans will earn Positive Card points at Petrol Ofisi stations thanks to Fenerbahçe Bonus Card which is the contactless credit card given by DenizBank. Fans will contribute to the Fenerbahçe Club with the amount to be transferred from each fuel purchased from Petrol Ofisi stations with Fenerbahçe Bonus Card.

### **Fenerbahçe Bonus Card takes you to the world of gifts**

With Fenerbahçe Bonus Card, fans will have the chance to get into Petrol Ofisi's world full of gifts. With the Positive Card points they will earn at Petrol Ofisi stations, fans will have the opportunity to take part in PO Campaigns and win gifts ranging from electronics to toys, from kitchen appliances to car accessories provided in the Positive Card Catalogue. Ikea products, minutes from GSM operators, gift cards from YKM are among the gifts the fans can select from. Moreover, DenizBank Fenerbahçe Bonus Card holders will earn points by scanning their cards on the contactless scanners on fuel pumps, and they will spend and inquire about their points and do similar things by using the contactless card scanners attached to Positive Card POS devices at certain stations. You may access the renewed Positive Card 2010 gift catalogue at PO stations or at [www.positivecard.com.tr](http://www.positivecard.com.tr) website.

### **About Positive Card**

*Initiated in order to facilitate the lives of the consumers and provide benefits to them by Petrol Ofisi, the Positive Card is being used by approximately 2.000.000 consumers at more than 2.000 PO stations. Positive Card holders have earned approximately 300.000 gifts until today. With the renewed Positive Card points system, consumers earn 2 points per 1 liter of diesel fuel, and 2.5 points per 1 liter of all other fuel products.*