



Credit card users get smart

Halifax has teamed up with smart, part of the Mercedes-Benz group, and the Woodland Trust to launch a new credit card which aims to provide a practical solution to a better environment with a number of unique features.

The new smart Credit Card features:

- **£20 donation to Woodland Trust to help restore ancient woodland upon first use of card**
- **Carbon neutral plastic**
- **Option of paperless statementing**
- 0% for 9 months on balance transfers (3% BT fee applies)
- 0% for 6 months on purchases
- Typical 16.9% APR variable
- No annual fee
- Up to 59 days' interest-free credit on purchases when you pay off your balance in full each month

The smart Credit Card is available by calling 0800 389 6299 and quoting "smart" or by visiting <http://www.halifax.co.uk/creditcards/smartcard.asp>

Carbon neutral

Every single smart Credit Card is carbon-neutral. This means that during the production of the plastic, the end-to-end energy consumption is mapped and offset.

Wildlife to benefit

Simply by using their smart Credit Card customers will help the plight of many threatened species of UK wildlife. When cardholders first use their new smart Credit Card a £20 donation will be made to the Woodland Trust, enabling them to restore 100 square metres of ancient woodland here in the UK. If lost, these woodlands could never be replaced.

Paperless statementing

As with all Halifax branded cards, customers also have the option of paperless statementing – further reducing their carbon footprint.

Commenting on the new card, Adrian Bryant, head of marketing for Halifax Credit Cards, said:

"This is a unique card combining two great features – carbon neutral plastic as well as a donation to the woodland trust. The card also offers an attractive introductory offer and a competitive APR."

Ends.

Editors' notes:

The smart Credit Card is a co-branded card venture between Halifax and smart.

The smart Credit Card was originally launched in September 2006 and was only available to smart Car owners. The new card is now available to non-Smart Car owners as well.