

Halifax press release

New Halifax credit card best all round 0% deal on the high street

Monday 7th January 2008

Halifax is launching the best all round 0% deal on the high street with the introduction of its new Halifax Plus Credit Card. Available from 7th January 2008, the card features:

- **0% for 13 months on balance transfers** (3% BT fee)
- **0% for 6 months on purchases**
- A typical APR of 15.9%
- No annual fee
- Cover against online fraud when purchasing on the internet
- A choice of five different colours (Black, White, Pink, Red and Blue)

The card will be available online (www.halifax.co.uk/creditcards), at your local Halifax branch, or by calling 08457 28 38 48.

The average credit cardholder could save in excess of £114:

According to APACS, the average outstanding balance per credit card holder is £1,859. A cardholder currently on a rate of 17.9% could save £114.73* over the first 13 months by switching to the new Halifax Plus Credit Card.

Ken Stannard, head of Halifax Card Services, comments:

"Once again Halifax is offering the most competitive credit card deal on the high street. For many, New Year is a time to organise their finances and by consolidating more expensive debt, such as store cards on to a new Halifax Plus Credit Card, the average credit cardholder could save well in excess of £100."

Ends.

Editors' notes

*Switching a balance of £1,859 from a credit card charging 17.9% to a Halifax Plus Credit Card would save £170.50 in interest. Less the balance transfer fee of 3%, which would equal £55.77, leaves a total saving of £114.73. Calculation assumes 13 equal monthly payments reducing outstanding balance to £0.00.