

Caja Madrid launches the Prepaid MasterCard, enabling customers to control expenses and enhance security

- Demand for prepaid cards has skyrocketed to facilitate online purchases, children's trips and frequent expenses
- Top-ups are free of charge

Madrid, 8/07/2010.- Caja Madrid has launched the *Prepaid MasterCard*, a card option that allows the customer to set a limit on the funds available, top up at any time free of charge, and is equipped with a chip which requires the PIN to be entered for all payments. This new card option is becoming increasingly popular thanks to its flexibility and security.

Interest in prepaid cards has skyrocketed thanks to the Internet, since users appreciate being able to pay by card and control the limits available, as evidenced by the fact that over 40% of purchases made with prepaid cards are online. In Caja Madrid, the number of cards of this kind has grown by 50% over the last year.

Internet is not the only recommended use for these cards, however. They are also widely accepted as a substitute for cash when handing over payment to third parties, making recurring payments, or providing spending money for children's school trips.

The chip offers maximum security, requiring a PIN for all payments

The card launched by Caja Madrid incorporates the latest innovations in security, with its EMV chip. This technology offers greater security since it prevents card data from being manipulated or copied. Furthermore, on all in-store purchases, cardholders must enter a PIN to validate transactions.

Caja Madrid is the leader in EMV technology in Spain, with over 4.7 million cards issued, out of a total stock of 5.8 million units.

Free top-ups

The new Caja Madrid Prepaid MasterCard can be topped up limitless times, free of charge. Caja Madrid facilitates top-ups through a series of different channels: at its 2,000 plus branch offices and also through its online banking and mobile banking services and at any of its 5,000 plus ATMs where top-ups are available 24 hours a day, 365 days a year, completely free of charge.

In addition to facilitating cash withdrawals and both in-store and online purchases, the card can also be used to top up mobile phone balances or deposit cash into the card.

With the Caja Madrid Prepaid MasterCard, customers can also save money on travel fares, since a number of different airlines waive management fees if tickets are purchases using the card.