



Press release

from FöreningsSparbanken

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Swedbank

FöreningsSparbanken and the Swedish Golf Union (Svenska Golfförbundet) introduce an internationally unique card concept for Swedish golfers

Update your handicap, pay your greens fees, pay less for fuel, rent a car at an attractive price, buy groceries and take advantage of many more functions all on the same card. This may actually happen for golf-club members in Sweden as a result of collaboration between FöreningsSparbanken and the Swedish Golf Union. They have jointly developed the Golf Card (Golfkortet), sporting a unique chip with a multitude of functions.

"We want to be able to offer the widest and most relevant range possible. Our co-operation with the Swedish Golf Union is part of an ongoing development process to tailor new applications to best serve our different customer segments," says Kennet Karlsson, marketing manager for Cards and Payments at FöreningsSparbanken.

The Golf Card is being tested during the 2001 golf season at the Chalmers Golf Club in Gothenburg, the Ljunghusen Golf Club in Falsterbonäset and the Rönneback Golf Club in Malmö. If things go well, the new Golf Card will be gradually introduced at all the golf clubs in the country during next year's season. A golf card that offers the opportunity of a payment function affiliated with MasterCard already exists.

The card's basic offering will function in three ways, as a golf-club membership card, a handicap card and a cash card. It will be issued free of charge to all paying members of the three golf clubs included in the trial. It will also be possible to upgrade the Golf Card to a Golf Plus card, enabling access to an extended range of services and offers. This includes MasterCard, fuel discounts, attractive prices on car rental, comprehensive golf insurance and the opportunity to pay annual membership fees to the club interest-free for six months.

"FöreningsSparbanken's advanced card services combined with offers that are ideally tailored to club members pave the way for a simplified existence for all Swedish golfers, who will now be able to devote a larger share of their spare time to playing golf," says Ingrid Torines-Brandt, IT specialist at the Swedish Golf Union.

A number of companies have participated in the project implementation process, including Alphyra Nordic, Point Transaction Systems AB, ACSC, Epani, Integris, SeaWire and TKS.

For further information about the Golf Card and participating companies, please contact:

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