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Visa Named 'World's Leading Credit Card' for a Decade at World Travel Awards

Ten Consecutive Years of Service to the Travel and Tourism Industry Celebrated at Annual Event

SAN FRANCISCO--(BUSINESS WIRE)--For the 10th consecutive year, the World Travel Awards, the prestigious awards ceremony that acknowledges significant achievements in all areas of the travel and tourism industry, has named Visa the "World's Leading Credit Card."

The prize was awarded based on a worldwide online poll of travel agencies and front-line travel agents. Criteria used in evaluating companies and organizations included scope of distribution, convenience and overall best services.

"Visa is delighted to receive this most prestigious award," said Doug Hambry, senior vice president of U.S. sales, Visa Inc. "Visa has been a partner to the travel industry and continues to aid in its growth, providing merchants access to millions of Visa cardholders and providing cardholders with unsurpassed acceptance worldwide. Additionally, Visa cardholders receive added value that goes beyond the convenience and confidence that Visa provides, through travel and entertainment programs linked to Visa payment cards. We are honored once more to receive this accolade from one of the industry's most important awards programs."

The online voting took place throughout the year at www.worldtravelawards.com. More than 167,000 travel agents and professionals in over 160 countries worldwide cast votes to let the world know who they think are the best in the travel industry. The winner was chosen from the following payment cards – American Express, Diner's Club, JCB, MasterCard and Visa.

"For the past ten years Visa has won 'World's Leading Credit Card,' yet the competition and the marketplace have gotten bigger and tougher over this time," said Graham Cooke, president and founder of the World Travel Awards. "To consistently win year after year shows that Visa is able to stay ahead of the competition and consistently deliver a product that exceeds the expectations both of customers and those in the global travel trade."

Established in 1993, the World Travel Awards held its 14th annual World Travel Awards Ceremony on 12 December 2007, at Beaches Turks & Caicos Resort and Spa, Providenciales in the Caribbean. The World Travel Awards honors leading travel-related organizations in worldwide and regional categories, which range from airlines, hotels, beaches and cruise lines to credit cards, car rental companies and hotel reservation services.

Visa Inc. is a strategic partner with many leading global corporations and merchants, creating retail and travel and entertainment promotions that deliver extraordinary values to Visa cardholders worldwide. Visa's



extensive merchant relationships and marketing partnerships, as well as its unsurpassed acceptance around the world, have fostered Visa growth in the retail and T&E arenas.

Visa also operates an innovative and interactive online travel portal, Visa Destinations (www.visadestinations.com), which provides Visa cardholders with retail and T&E offers from hundreds of merchants in key destination markets or by designated category around the world.

For more information on the 2007 World Travel Awards or for a complete list of winners, visit www.WorldTravelAwards.com.

Notes to Editors:

About Visa: Visa operates the world's largest retail electronic payments network providing processing services and payment product platforms. This includes consumer credit, debit, prepaid and commercial payments, which are offered under the Visa, Visa Electron, Interlink and PLUS brands. Visa enjoys unsurpassed acceptance around the world and Visa/PLUS is one of the world's largest global ATM networks, offering cash access in local currency in more than 170 countries. For more information, visit www.corporate.visa.com.

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