



## MEDIA INFO

### **BANK ISLAM TOURIST FRIEND PREPAID CARD**

Bank Islam Malaysia Berhad has introduced the *Tourist Friend MasterCard Prepaid Card*. A convenient alternative to a credit card, it is targeted at tourists, particularly those from the Middle East and China.

This syariah-compliant prepaid card was jointly developed by MasterCard Worldwide and SMarketForce Sdn Bhd.

Launched by the Minister of Tourism, YB Datuk Seri Tengku Adnan Tengku Mansor recently, the card is a customer friendly product which promotes the local tourism industry.

#### **Tourist Friend Prepaid Card**

Based on a pre-paid concept, cardholders can obtain discounts up to 70% at more than 400 Tourist Friend merchants and 20 retail chains nationwide participating in the MasterCard Visit Malaysia Year 2007/2008 Privileges Programme.

Cardholders have to upload and reload their monies into the card before usage. Since the card carries the MasterCard brand mark, it can be used locally and overseas at all MasterCard merchants to purchase goods or services with the spending limited to the amount of the money deposited on the card. Cash withdrawal is not allowed for this prepaid card.

A handy Tourist Friend guidebook and the MasterCard Visit Malaysia Year 2007 Privileges booklet have detailed information about various discount programmes and promotions.

## **How to apply**

To apply for the Tourist Friend Prepaid Card, please log on [www.tourist-friend.com](http://www.tourist-friend.com) and fill in the online form provided or download the form and fax to (603) 7728 7241. For personal queries, please call (603) 7118 9933.

Applicants can contact SMarketForce Sdn Bhd or appointed travel agents for discounts and packages inclusive of the prepaid card. The list of the travel agents is listed in the Tourist Friend guidebook.

The minimum age requirement for applicants is 18 years. There is no need to produce evidence of income or bank account information. The applicant need only submit a copy of the inner front page of the passport or identification card (both sides) and fill up the application form and submit to SMarketForce Sdn Bhd.

## **Reload or top-up / refund**

Cardholders can reload or top-up the Tourist Friend Prepaid Card with minimum denominations of RM100, plus a one-time activation fee of RM50. The maximum available balance should not exceed RM10,000 at any one time.

Reload or top-up at SMarketForce Sdn Bhd office or with any appointed travel agent or merchant listed in the guidebook or website [www.tourist-friend.com](http://www.tourist-friend.com) .

To request for credit balance refund of the card, a cardholder may walk-in to SMarketForce office at the address given below.

### **SMarketForce Sdn Bhd**

Unit 102, Block C, Damansara Intan, Jalan SS20/27,  
47400 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

Tel : (603) 7727 7787 (Customer Service Hotline)

Fax : (603) 7118 2222

Email: [info@smarketforce.com](mailto:info@smarketforce.com)

## Useful contacts

For any inquiry and information of the discount and card package, please contact customer service at (603) 7727 7787.

For activation, lost or stolen card, immediately contact Bank Islam card centre at (603) 2617 5555 or 1- 800- 88- 8989 / 1- 800- 88- 8686 or email [touristfriend@bankislam.com.my](mailto:touristfriend@bankislam.com.my) . Fax: (603) 2693 3805 / 2693 3782.

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For more information, please log on [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

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