



## **Gold Line – Western Union Synergies Producing Results**

Capitalizing on their similar target demographic, both Western Union and Gold Line continue to benefit from their respective competencies, with products jointly developed utilizing both parties' vast network and technological expertise. Products currently in the marketplace include:

- Western Union Gold Card Rewards Program – This popular Convenience/Rewards card is further enhanced with FREE phone time when it is used to send money, plus it's a rechargeable phone card. Latest New Feature - phone time is being tested as a redeemable Reward, from points earned on the card.
- Long Distance Phone Card – These rechargeable Gold Line products feature great rates, and were specifically designed to highlight the Western Union colors and brand. Latest New Products – Western Union Promotional Cards featuring up to 60 minutes free, plus recharge capability, will be utilized in many of Western Union's vast array of promotions and marketing initiatives.

Western Union is a global leader in money transfer and message services, with a history of pioneering service dating back more than 150 years. Consumers can quickly and easily transfer money to more than 212,000 Western Union Agent locations, worldwide.