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MoneyGram International Expands Customer Loyalty Program to Europe and Canada

Program Rewards Frequent Members with Faster Transactions, Lower Fees and Receive Notices

MINNEAPOLIS--(BUSINESS WIRE)--Jun. 2, 2009-- MoneyGram International (NYSE:MGI), a leading global payments company, today kicks off the international expansion of MoneyGram Rewards, a loyalty program offering members fee discounts, receive notices and fast and convenient form-free money transfers. The program launches in Germany today and will expand to France and Italy this summer and to Spain and Canada in the fall.

MoneyGram Rewards was introduced in the United States in 2008 and now has more than 3 million customers who enjoy the benefits of membership including a personalized card for expediting money transfers, quarterly statements and the ability to manage their account and profile online.

"The MoneyGram Rewards program has been instrumental in attracting new customers in the United States by giving them compelling reasons to choose MoneyGram," said Anthony Ryan, president and chief executive officer of MoneyGram International. "We're focused on aggressive growth as we extend MoneyGram Rewards to countries that dominate the send side of the global remittance market. Our low fees, member discounts and fast transactions attract first-time MoneyGram customers to the program and early results indicate these new customers are staying with our brand longer and transacting more often."

In Canada and Europe, MoneyGram Rewards provides consumers a personalized membership card that can be used instead of paper forms for faster transactions, a 5 percent discount on all transactions and immediate notification when funds are collected by the recipient. These receive notices are initially available by e-mail and will be expanded to SMS text messaging on mobile phones later this summer.

"We continue to make transacting with MoneyGram as convenient as possible. Last year, we added 33,000 agent locations across the globe, ensuring that more people in more communities had access to our services. MoneyGram Rewards takes convenience a step further," Ryan said. "Members fill out fewer forms and are immediately notified when the recipient collects the funds. These features are proving to be critically important to our consumers. Soon, members can control their receive notices and direct them right to a cell phone, providing the fastest possible time between an agent transaction and knowledge that the funds are collected."

The MoneyGram Rewards discount applies to transactions sent to any country. Customers can join the program at participating MoneyGram agent locations or online at www.moneygram.com.

About MoneyGram International

MoneyGram International offers more control and more choices for people separated from friends and family by distance or those with limited bank relationships to meet their financial needs. A leading global payment services company, MoneyGram International helps consumers to pay bills quickly and safely send money around the world in as little as 10 minutes. Its global network is comprised of 180,000 agent locations in 190 countries and territories. To learn more about money transfer or bill payment at an agent location or online, visit www.moneygram.com.

Source: MoneyGram International

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