

****MEDIA ALERT****

**HSBC launches VISA Gold
at a low 3.99% p.a.¹**

HSBC customers can save on credit card interest, fees and insurance following the launch of HSBC's new VISA Gold Credit Card.

Offering a market leading 3.99% p.a.¹ balance transfer rate for six months, HSBC's VISA Gold Credit Card allows customers to transfer credit card balances from other cards to HSBC's VISA Gold Credit Card and save with lower interest repayments.

HSBC's VISA Gold Credit Card comes with no application fees and no annual fee for the first year, saving customers a further \$79.

A unique feature of HSBC's VISA Gold Credit Card is customers pay less interest on large purchases. Customers can choose up to five purchases over \$500 a year to be interest free for up to 90 days, and also lock in another five purchases over \$500 a year at a low 10.99% p.a. interest rate for up to 120 days.²

HSBC VISA Gold Credit Card customers can benefit from up to 45 days interest free² on standard purchases and also save interest with HSBC's special tiered interest rates, meaning the greater the balance, the lower the rate.³

In addition, HSBC's VISA Gold Credit Card offers a range of purchase and travel insurances at no extra cost⁴, and the opportunity to earn instant discounts, upgrades and gifts at over 2,500 outlets across 13 countries in Asia-Pacific through HSBC's home&Away Privilege Rewards Program.

HSBC's VISA Gold Credit Card is the latest addition to HSBC's range of credit cards, which includes VISA Platinum, VISA Classic and American Express Gold.

To apply, customers can call 1800 100 286, visit www.hsbc.com.au/gold or visit any HSBC branch across Australia.

¹ Interest rate of 3.99% p.a. for the first 6 months is limited to the first balance transfer application per account. After this period, HSBC's VISA Gold Credit Card rate at the time will apply.

² Depending on when you make your purchase, when your statement is issued, whether or not you are carrying forward a balance on your account from the previous statement period. There are no interest free days for cash advances or balance transfers.

³ Interest rates will depend on your average unpaid daily balance (excluding promotions). As at 27 May 2004 interest rates for HSBC's VISA Gold Credit Card are 18.9% p.a. for balances of \$0 to \$1,999, 17.9% p.a. for balances of \$2,000 to \$3,999 and 16.9% p.a. for balances over \$4,000 and is subject to change. Fees and charges apply. Terms and conditions apply and are available upon request. The VISA Credit Card is issued by HSBC Bank Australia Limited ABN 48 006 434 132.

⁴ Insurance provider is Zurich Australian Limited ABN 13 000 296 640 and ACE Insurance Ltd ABN 2300 164 2020.