

npower Boosts Barclaycard Freedom Scheme With Reward Worth Up To £160



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npower has announced the launch of a new reward offer that could boost Barclaycard Freedom customer's accounts by £160 in a year.

The reward, the first in the scheme to be paid regardless of the amount the customer spends on their card, is recorded in pounds not points, and can be spent by customers immediately with tens of thousands of participating retailers across the UK.

Celebrating the partnership, [npower](#) is doubling its sign-up incentive to £60* of Reward Money for Barclaycard Freedom customers transferring their gas and electricity to [npower](#) before May 17th 2010. Along with the £100 annual loyalty payment for both new and existing npower customers paying by monthly direct debit for both fuels, Barclaycard Freedom holders could earn enough in a year to buy a meal out for the entire family, special treat for someone or have a shopping spree online, simply by choosing npower as their gas and [electricity supplier](#).

Giuseppe Di Vita, Managing Director of npower Retail Markets, commented: "Our customers have told us that they would like more freedom of choice in the way that they are rewarded for joining and staying with npower. Participating in the [Barclaycard Freedom scheme](#) enables us to give our customers the choice of up to 30,000 retailers to redeem their Reward Money. Our customers will benefit from a straightforward, simple and transparent way to get more value for their money."

Barclaycard Freedom, which launches in March, offers the concept of a rewards programme to many small and medium retailers for the first time. In addition to encompassing household names, including npower, over 30,000 retail outlets have been invited to be part of the scheme at launch. On average there will be 200 retailers within a five mile radius of where a Barclaycard cardholder lives and many more retailers are expected to join in the coming months.

Sarah Newman, Managing Director of Barclaycard Freedom, commented: "Barclaycard Freedom incorporates all of the best elements of a rewards scheme with no vouchers or coupons to collect and no points to calculate - the rewards are quite simply in pounds and pence. Offers like npower's - the first of its kind in the Barclaycard Freedom scheme - give customers a new way that they can build up their reward balance. We hope that customers enjoy spending their Reward Money."

-Ends-

Notes to Editors:
* The standard sign-up incentive offer for Barclaycard Freedom customers signing up to npower for both electricity and gas is £30 (£15 per fuel). This offer has been doubled to £60 (£30 per fuel) for a limited period of time: from 17 March to 17 May 2010.

To contact the Barclaycard Press Office please call 01604 251229
To contact the npower press office please call 0845 070 2807
Customers wishing to register their interest in the npower offer should visit npower.com/freedom. For more information about Barclaycard Freedom, please visit barclaycardfreedom.co.uk

About

Barclaycard

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Key facts published in February 2010;

-number of UK customers: 10.4m

-number of international customers: 10.8m

-number of retailer/merchant relationships: 87,000

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