

Media Release

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MySpace and ANZ launch prepaid Visa card

[MySpace](#) and ANZ today launched a new reloadable prepaid Visa card for MySpace users.

The MySpace Recharge card, issued by ANZ, is the first reloadable prepaid Visa card in Australia designed to offer benefits exclusively for users of social networking sites.

The card enables Australian MySpace users to enjoy the simplicity, convenience and security of using Visa for both online transactions and traditional retail purchases while staying in control of their money as the card uses their pre-loaded cash. A safe and convenient new option, the [MySpace Recharge card](#) also allows MySpace users to top up their mobile prepaid credit at the [MySpace Recharge app](#).

MySpace Business Development Director, Australia, Nick Love said: "The MySpace Recharge prepaid Visa card is unique in that it allows under-18s¹ and people that don't own a credit card the freedom and security to spend their own money on items such as concert tickets and clothes, at millions of online and retail stores worldwide. These options are only set to grow with the upcoming launch of a range of ecommerce services in the new *MySpace Music* service."

ANZ Managing Director Retail Products, John Harries said: "Prepaid cards continue to grow in popularity both here and overseas because they are convenient and offer card users greater flexibility and security. Customer research says that parents are looking for simple, convenient and secure alternatives to cash for young people, and this card aims to deliver this in a responsible manner because it is pre-loaded and uses people's own money.

"We are pleased to be the first bank in Australia to offer this kind of card for social networking site users. You don't have to be an ANZ customer to take advantage of this handy new card because the MySpace Recharge card is not linked to a deposit account," Mr Harries said.

Key features of the MySpace Recharge card include:

- Cards can be used at 30 million merchant locations worldwide where Visa Prepaid is accepted including online, over the phone and in stores.
- Cards can be used for cash withdrawals at ATMs that accept Visa cards.
- Cards are reloadable and have a maximum available balance of \$1000.
- A card issue fee of \$5.95.
- Purchasers do not have to be an existing ANZ customer or open an ANZ deposit account.

To celebrate the launch, MySpace will offer users who sign up and activate their MySpace Recharge card during September the chance to win tickets to see Britney Spears live for the Australian leg of her "Circus Tour" in November 2009. To apply for a MySpace Recharge prepaid Visa card [click here](#).

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¹ MySpace users need to be a minimum of 13 years of age to hold a MySpace account.

About MySpace

[MySpace](#) is the world's leading social portal for connecting people, content, and culture. MySpace empowers its global community to experience the Internet through a social lens by integrating personal profiles, photo sharing, professional and viral videos, blogs, mobile, instant messaging, and the world's largest music community. MySpace is the highest trafficked website in the United States and includes an international network of more than 30 local community sites throughout North America, Latin America, Europe, Asia, and Australia. Fox Interactive Media is a division of News Corporation. (NYSE:[NWS](#) - [News](#), [NWS.A](#) - [News](#); ASX:[NWS](#) - [News](#), [NWSLV](#) - [News](#)).