

Prepaid Debit Cards for everyone as Sterling Card launch new website



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Press Release Summary = **Sterling Card have just launched a new easy to use website where users can instantly apply online for Prepaid Debit Cards to coincide with the official launch of the brand and product which some industry insiders are already tipping to becoming a big player within the UK Prepaid MasterCard market.**

Press Release Body = London, UK – **Sterling Card** have been officially accredited by **MasterCard** as issuers of their prepaid credit cards and are definitely a brand within the personal finance industry to keep an eye out for and their new website illustrates just this with its stunning graphics and flash animation along with simple interfaces making signing up for prepaid credit cards easier than ever.

Prepaid cards (other known as pay as you go debit cards) are a relatively new product to the UK market and are the perfect solution to the mounting debt crisis that the country faces as unlike traditional credit cards they do not carry hefty interest charges or the risk of getting into debt.

A **prepaid MasterCard** means that like a pay as you go mobile phone, holders need to put money on their account before they can use it. It is not a debit card that is linked to a bank account or credit card where holders pay for their transactions at a later date allowing its users to easily control their spending. Similarly to pre pay mobile phones, **Sterling pay** as you go debit cards can easily be "**topped up**" for free in UK Post Office branches or alternatively can be recharged online, via standing order, or direct by paying in wages onto the card. Alternatively, top-ups can be loaded onto the card in one of 500 retailers nationwide.

Michael Valentine, operations director of Sterling Card comments: *"Getting a Sterling Prepaid Debit Card is the best way to enjoy the freedom and security of a MasterCard credit card without the risk of running up debts as there are NO interest fees. Also no bank account is required to get a Sterling Card and customers still get the same fraud protection as a conventional credit card. It is also ideal for travelling abroad because regular banks may charge exorbitant cash withdrawal, exchange rate and transaction charges."*

The **Sterling Prepaid MasterCard** is accepted globally in stores and online in approximately 25 million locations and 1 million ATMs wherever the **MasterCard** acceptance mark is displayed. Also the chip and pin facility means that having a Sterling Card is far safer and more secure than carrying cash around with the same protections against fraud that a normal credit card offers.

This makes owning such a card not only ideal for everyday use, but also a particularly useful tool for travelling and shopping online. Another increasingly popular use for pre pay debit cards is for parents to have added peace of mind by giving an additional card to their children whilst at University. This is because they can feel safe in the knowledge that their children are not creating more debts for themselves while at University than necessary with a secure **MasterCard** that encourages them to manage their finances sensibly.

Unlike many other Prepaid Credit Card providers, **Sterling Card's** new website is uncomplicated with everything explained in plain English. The new website lists the core benefits of applying for prepaid debit cards as follows:

- Top-up at a Post Office(R) branch or online for free
- 100% acceptance guaranteed*
- No credit history required

- No bank account required
- No hidden charges
- Stylish MasterCard design
- Accepted wherever the MasterCard acceptance mark is displayed (internationally)
- Great security for all Internet usage
- Easy online application
- Same protection against fraud that card holders would expect from a normal credit card

For more information or to apply online for a sterling card please go to www.sterlingcard.co.uk

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