



PRESS RELEASE

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Octopus Transaction Record Printing Service Extended to All 7-Eleven Outlets

(Hong Kong, 26 June 2008) Octopus Cards Ltd (“OCL”) today introduced a brand new transaction record printing service. Starting from 30 June 2008, Octopus users can request a print-out of their last 10 transactions at over 840 7-Eleven outlets throughout Hong Kong. The date, time, type of merchant and amount of each transaction, as well as the remaining value on the Octopus, will be clearly listed for customers’ easy reference. A nominal fee of HK\$3 is charged by 7-Eleven.

“We’re committed to enhancing our customer services, including increasing the number of transaction enquiry channels,” said Prudence Chan, Chief Executive Officer of OCL. “Transaction record checking is now available to customers no matter where they are, be it underground, on the street or at home, bringing true convenience to both payment and money management,” she added.

Currently, Octopus transaction record printing service is also available at the MTR Customer Service Centres. Octopus users can request a print-out of their last 10 transactions for a nominal fee of HK\$3 charged by MTR. In addition, Octopus users can read the last 10 transaction records and the remaining value on their Octopus free of charge at 377 Octopus enquiry machines at MTR stations. PCCW **eye** subscribers can also check the last 10 transactions and the remaining value on their Octopus at home, by connecting a card reader offered by PCCW to the **eye** device.

To check the amount of each transaction and the remaining value on their Octopus, users can always refer to the data displayed on the reader screen, or get a receipt from the merchant.



About Octopus Cards Limited

Launched in 1997, Hong Kong's Octopus is the world's leading and most extensive smartcard payment system, with over 2,000 service providers and over 70,000 Octopus terminals across different businesses including public transport, parking, retail, vending and kiosks, schools and leisure facilities, and access control for residential and commercial buildings. Merchants and Octopus holders embrace Octopus for both its simplicity and its convenience. Today, more than 17 million Octopus cards and products are in circulation, and the system handles over 10 million transactions a day, with transaction value exceeding HK\$85 million. In recent years, Octopus has started to export its unique experience and technology overseas, offering consultancy services and holding workshops for parties from different parts of the world.

About 7-Eleven

The Dairy Farm Company Ltd has since April 1981 obtained the concession right to operate 7-Eleven in Hong Kong and Southern China, and has successfully introduced the retail model of chain convenience stores into Hong Kong. As at 31 May 2008, there were over 840 7-Eleven stores in Hong Kong, which is Hong Kong's largest retail network providing convenient products and services.

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Photo Description

(Images will be sent via e-mail to newspapers and magazines)

1. Octopus transaction record printing service is available at over 840 7-Eleven outlets throughout Hong Kong. A nominal fee of HK\$3 is charged by 7-Eleven.

