

For Immediate Release:

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**FIRST AFFINITY-REWARDS CREDIT CARD IN SUPPORT OF ISRAEL
LAUNCHES THIS NOVEMBER**

**Heritage Affinity Services' Advantage Card Supports Charitable Organizations and Offers
a Unique and Competitive Rewards Program**

NEW YORK - OCT. 20- Heritage Affinity Services (HAS) announced today the November 20th launch of HAS Advantage, the first ever affinity *and* rewards Visa® Platinum credit card in support of Israel. HAS, together with U.S. Bank, will donate a percentage of each purchase made by cardmembers to an Israel-related charitable organization of their choice, while earning one HAS rewards point for every dollar they spend.

HAS Advantage cardmembers can select up to five Israel-related charitable organizations within the HAS network to support. The HAS network includes non-profit organizations that impact the very fabric of Israeli society, including: hospitals, social service agencies, universities, humanitarian causes, emergency services and community development programs in Israel. HAS is currently enlarging the list of charities to offer cardmembers the opportunity to support a wide variety of important causes.

At the same time, HAS Advantage cardmembers earn one HAS Advantage point per dollar spent. HAS has partnered with EL AL Airlines, the Dan and Sheraton Hotels and car rental companies, Avis and Budget in Israel, to encourage cardmembers to redeem points for Israeli travel. In addition, HAS offers a very competitive rewards program, including the option for cardmembers to redeem points for domestic travel on any airline, as well as brand-name merchandise, electronics, Judaica, gift certificates and more.

"We're thrilled to partner with an organization as highly-regarded and respected as Heritage Affinity Services," said Tanya Turner, Senior Vice President of affinity products at U.S. Bank. "We are confident that this partnership will result in valuable returns for HAS and its members, and we look forward to the new opportunities that this relationship will provide in the future."

Founded by Menachem Landau and Zev Dobuler, the HAS Advantage Card is the first affinity credit card of its kind that targets Israeli charities while promoting Israeli investment and tourism. "The card is an easy way for the Jewish communities to support Israel," explained Zev Dobuler, co-founder and CEO of HAS. "You can spend money on your HAS Advantage Card everyday while benefiting Israel's economy."

"We invested the past three years developing a very comprehensive and unique credit card platform to offer the most value to our target market," said co-founder and CEO of HAS, Menachem Landau. "It is essential that our rewards program is not only comparable to any credit card, but exceeds its value with the unique redemption opportunities and charitable component. The HAS philosophy is to keep the Jewish community connected to Israel every day, without changing their daily routine."

For more information about Heritage Affinity Services and its Advantage Card, visit www.HASAdvantage.com.