



Platinum Preview

Spring Edition 2009

Welcome



Welcome to the first issue of Platinum Preview in 2009, bringing you new offers and enhanced benefits that make your Platinum Card even more rewarding to use. Inside this Preview, you will uncover unique dining experiences, exclusive Membership Rewards® offers and enjoy the range of ongoing offers from our airline partners with Air Privileges. Not to mention our hotel partner's loyalty programmes, giving you privileged guest status at some of the world's most eminent hotels.

Platinum Services, your dedicated team of travel and lifestyle experts is available 24 hours a day, 365 days a year to assist you.

Finally, I wish to take this opportunity to welcome you to the world of Platinum, opening up new possibilities for you, as a privileged Platinum Cardmember. I trust you will find your Platinum Card adding value to your life in more ways than ever, with the promise of many more rewards in the future.

Mazin Khoury
Vice President
Middle East & North Africa



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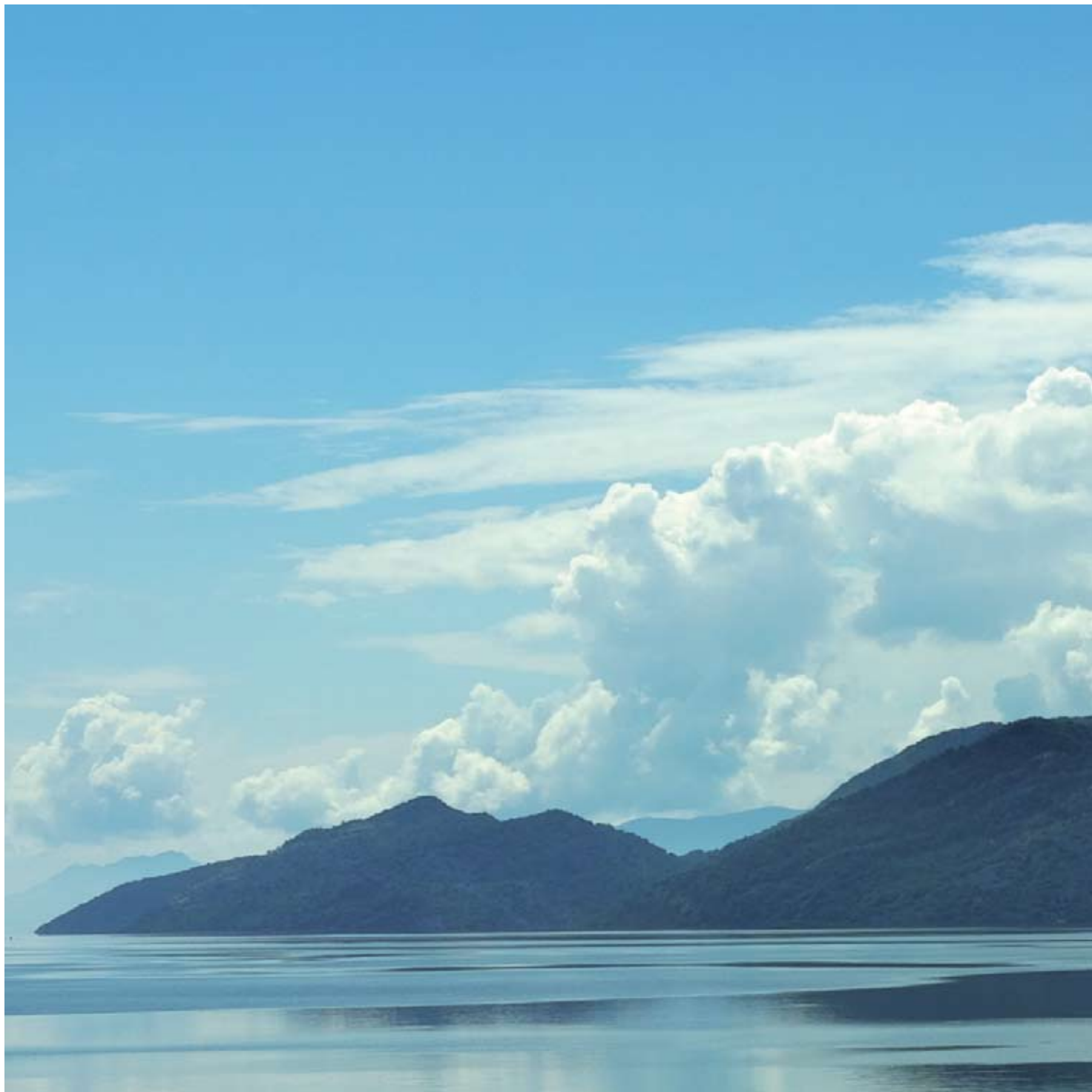
Service



Platinum Services

Platinum Services, your dedicated team of travel and lifestyle experts is available 24 hours a day, 365 days a year to assist you. From booking restaurants and tickets for the big game or the theatre, to arranging and delivering the perfect gift or a beautiful bouquet of flowers to someone special, and helping you make the most of our award-winning Membership Rewards® programme, we always go the extra mile to help you.

So whether it's preferential treatment at exclusive restaurants or special savings, offers and privileges with our shopping benefits, Platinum Services makes it happen for you.





Travel

Travelling with Platinum

Platinum Travel Services, your dedicated team of travel experts is on hand 24 hours a day, 365 days a year to take care of all your requirements. Wherever you wish to go, we are here to arrange your flights, hotel accommodation, car hire, airport transfers and sightseeing tours. In short, we do everything we can to help make your trip go smoothly.

Whether it's arranging your air travel, booking you a cruise across the Atlantic, or checking you into a quiet hotel where you can work or relax undisturbed, we take care of it for you, as a privileged Platinum Cardmember.

Air Privileges



Air Privileges offers you a range of international deals with some of the world's leading airlines, including substantial reductions on First and Business class airfares. These are ongoing deals, ensuring you're always able to enjoy the best at exclusive rates.

For a full list of partners, ongoing offers and bookings, contact Platinum Services on (+973) 17 55 7788 or email: platinum@americanexpress.com.bh

Qatar Airways



Among an elite group of airlines to be awarded a Five-Star ranking for service and excellence by industry audit Skytrax, Qatar Airways flies one of the youngest and most modern fleet of aircraft in the skies today.

Qatar Airways rounded off a highly successful 2008 by being named Best Business Airline in the world at the World Travel Awards.

Platinum Offer:

Fly Qatar Airways now in First or Business Class by booking through Platinum Services and receive an immediate 10% discount.

For a full list of eligible destinations, please visit www.americanexpress.com/bh/platinum

Etihad Airways



Take off to a fantastic level of hospitality with Etihad Airways. From the moment you step onboard, you enjoy total comfort and personalised attention that reflects traditional Arabian warmth. Just sit back and relax in the snug comfort of the plush seats, indulge in the finest onboard cuisine or enjoy the inflight entertainment, in what can be described as a truly uplifting experience 35,000 feet above.

As a Platinum Cardmember we ensure you never miss out on that business conference in London or that quiet holiday you've been planning with your family to explore the Great Wall of China.

Etihad Airways offers a wide network of flights to 45 destinations across 5 continents from Abu Dhabi.

The airline's award winning Etihad Guest loyalty programme has already gained growing popularity. Not to mention its ongoing reputation of being a regular winner at the World Travel Awards.

Get ready to see more of the world with Etihad Airways.

Platinum Offer:

Fly Etihad Airways on participating routes from selected Middle East destinations, by booking through Platinum Services and receive a 15% discount in First Class.
For a full list of eligible destinations, please contact Platinum Services on (+973) 17 557788.

British Airways



There seems little to add to British Airways's reputation. They continue to set the standard in premium air travel and are constantly looking for ways to improve their products and services designed around their customers. In fact, no other airline probably listens more to its customers than

British Airways, which is why it remains the U.K.'s largest international airline and the choice of discerning travellers around the world.

Platinum Offer:

Book with British Airways in First, Club World and World Traveller Plus and you will receive an immediate 10% discount with Platinum.

For a full list of eligible destinations, please visit www.americanexpress.com/bh/platinum

Jet Airways



Blending the latest in aviation technology with traditional warmth and service, Jet Airways, India's premier international airline offers one of the finest flying experiences to worldwide destinations.

You can enjoy your own luxurious private space in the sky in its all-new First Class section. 'Première' features comfortable lie-flat beds that surround you with a wall of privacy.

JetPrivilege, its frequent flyer programme, has time and again been adjudged as one of the best rewards programmes, recently winning seven awards at the 2008 Freddie Awards.

As a global airline, Jet Airways is setting new standards of service. In the sky or on the ground, you can expect the kind of personal service that will always make your flying a pleasant experience.

Platinum Offer:

Fly Jet Airways in First Class or Première by booking through Platinum Services and receive a 10% discount. For a full list of eligible destinations, please visit www.americanexpress.com/bh/platinum



Travel

Hotel Partner Programmes

Your Platinum Card gives you privileged guest status when you enrol with some of the world's top hotel groups, whether you holiday at one of their luxury resorts or simply spend a night at one of their airport hotels. Enrol with the partners you stay with most often and you'll accumulate points that much faster.

In addition to accumulating points, you can book these partners through Platinum Services and enjoy more exclusive benefits and extras, ensuring you get that much more out of your trip. Be it a late check out to give you extra time to stroll around the Uffizi in Florence, or an upgrade to the best available room* on arrival, you're assured a superior travel experience.



Hilton HHonors®

Points & Miles®. No Blackout Dates, only Hilton HHonors! You won't find reward blackout dates with Hilton HHonors – just 3,000 hotels in 80 countries worldwide, and the chance to earn points and airline miles at the same time.

As a Platinum Cardmember, you receive a complimentary one year membership of Hilton HHonors Gold VIP status.

The programme offers you many advantages including complimentary room upgrade (subject to availability at check-in) and 25% more HHonors bonus points on Base points earned.**



goldpoints plusSM – Carlson Hotels

Regent Hotels, Radisson SAS Hotels & Resorts, Radisson Hotels & Resorts, Radisson Edwardian, Park Plaza Hotels & Resorts, Country Inns and Park Inn hotels.

As a Platinum Cardmember you receive the opportunity to join goldpoints plusSM Silver Elite status. This provides exclusive privileges at more than 950 hotels worldwide including: 25% bonus points on points earned, free spouse Silver card,

complimentary Bag Guard®, best available room in category booked, 10% off hotel restaurant dining and 10% off weekend rates. Conditions apply. Please read the full Terms and Conditions on goldpointsplus.com.

*Certain exclusions and eligibility limitations apply.

**Subject to Terms and Conditions.

Rewards



National Car Rental

Car Hire rewards from National Car Rental

Feel the freedom of renting a car with National Car Rental and discover the world. Whether you wish to uncover the romance of the Italian countryside, find the greatest ski spots in Switzerland, or discover the secrets of the French vineyard, National Car Rental makes it possible. A leader in the car rental industry for over 50 years, National Car Rental is undoubtedly the car hire company of choice. Strongly committed to delivering local, personal service and catering to the needs of the discerning traveller, National opens doors for every kind of traveller, offering you a comfortable and safe journey.

Platinum Offer:

- International Rentals: 10% discount on best online rental price, plus double Membership Rewards® and an upgrade to the next class of vehicle.*
- Middle East Rentals: 10% discount on best online rental price, plus ten times Membership Rewards and an upgrade to the next class of vehicle.*

*Subject to availability on arrival.

Terms and Conditions: Driver qualification and National Car Rental's standard terms and conditions of rental will apply. All reservations must be made before 30th April 2009, excluding 6th-20th April, to be completed by 31st December 2009. The offer is not available for reservations and rentals during the following dates: 1-5 January 2009 and 06-20 April 2009 inclusive. Rates are subject to availability and vary according to the location and time of rentals. The discount cannot be used in conjunction with any other offer. Payment must be made with The Platinum Card®. Membership Rewards points will be credited to eligible Cardmember Account within eight weeks of the transaction date.*Offer only available for rentals at participating International National locations: Belgium, Benin, Bulgaria, Burkina Faso, Croatia, Czech Republic, France, Greece, Iceland, Ireland, Italy, Luxembourg, Netherlands, Poland, Republic of Macedonia, Reunion, Senegal, Serbia and Montenegro, Slovenia, Spain, Switzerland, Turkey, UK, and at Middle East participating locations: Bahrain, Jordan, Lebanon, Oman, Qatar and UAE.



Lifestyle



Fine Dining



Indulge at Meat Co., Manama, Bahrain

Meat Co. is the newest addition to Adliya's famous restaurant district, serving the finest steaks in Bahrain. The exquisite food is complemented by contemporary decor and a soulful vibe, completing the ambience and making it a true meat lovers' paradise.

Platinum Offer:

- Meat Co. will block its best table for you & 4 guests for lunch (until 12:30 p.m.) or dinner (until 7:30 p.m.)
- Personalised VIP knife on regular visits
- Priority service
- A personal visit from the chef

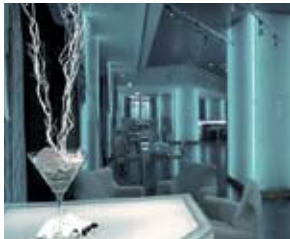


Authentic French flavour at Au Premier, Beirut, Lebanon

Imagine a luxurious Mediterranean dinner in a chic Parisian dining room. Au Premier at the InterContinental Le Vendome, Beirut offers exactly that and more, serving unique French specialties in the library, dining room or garden.

Platinum Offer:

- Au Premier will block its best table for you & 4 guests for lunch (until 12:30 p.m.) or dinner (until 7:30 p.m.)
- A personal visit from the chef



Divine seafood at Sayad, Abu Dhabi, UAE

Inspired by Abu Dhabi's fishing heritage, Sayad is the flagship restaurant of the luxurious Emirates Palace. Serving a lavish array of fresh seafood, dining here is a truly Arabian experience. Decorated with colourful mosaics, aquariums and sophisticated accents, the ambience at Sayad reflects a serene underwater lagoon.

Platinum Offer:

- Sayad will block its best table for you & 4 guests for lunch (before 12:30 p.m.) or dinner (before 7:30 p.m.)
- A prime parking spot or valet parking exclusively for Platinum Cardmembers
- Priority service by head waiter
- A personal visit from the chef



Diverse flavour at Al Dana, Doha, Qatar

If you are looking for an authentic coastal flavour, Al Dana, located at Sharq Spa and Village, in Doha, Qatar is the signature seafood restaurant for you. A relaxing beachside enclave in a Qatari-inspired setting, Al Dana serves a diverse menu, from light and healthy to sweet and savoury, with your meal being prepared in an open show kitchen.

Platinum Offer:

- Al Dana will block its best table for you & 4 guests for lunch (before 12:30 p.m.) or dinner (before 7:30 p.m.)
- Priority Service by head waiter
- A personal visit from the chef
- Valet parking

Clinique Générale-Beaulieu, Geneva



World class medical care from Clinique Générale. Just for you.

You know you're in good hands at the Clinique Générale-Beaulieu, Geneva. Its commitment to excellence matches the one hundred and twenty quality criteria promoted by the Swiss Leading Hospitals group (a renowned association known for its top quality medical services and first class infrastructure for fulfilling individual patient requirements).

As a Platinum Cardmember you will be given personalised attention from admission until discharge, using state-of-the-art equipment, 21st century surgical procedures and the expertise of highly skilled staff.

In addition to the comprehensive range of surgery and general medicine, the hospital has six specialised centres, each one having its own dedicated team of doctors and care members: Institute of Radiology, Institute of Nuclear Medicine, the Robot-assisted Laproscopic Surgery Centre, the Assisted Reproductive Technologies Centre, the Maternity Unit and the Physiotherapy and Functional Rehabilitation Centre, including a specialised unit for Sports Medicine.

Platinum Offer:

- Personal VIP reception
- Personal Welcome Letter from the Director
- Welcome gift

Clinique de Genolier, Genolier



Health is wealth at Clinique de Genolier.

Clinique de Genolier remains faithful to its reputation as a pioneer in medical care and offers you your most precious asset: health.

The doctors at Clinique de Genolier have the expertise and resources to carry out comprehensive health check-ups that reduce the risk of a likely disorder developing or detect a disorder in the absence of visible symptoms. These check-ups take half a day to complete and include a consultation with the doctor, a comprehensive blood test and cardiovascular assessment.

As an added assurance, the doctors will provide you with very detailed information on any measures you need to take in optimising the benefits of your check-up.

Enhancing your peace of mind, you will enjoy the stunning pristine view of the Alps and Lake Geneva from its spacious guest rooms overlooking the Nyon.

Platinum Offer:

- Use your Platinum Card to book a half day health check-up and receive a free overnight stay

