

**CIBC**



Managing long distance calling costs made easier with prepaid airtime now conveniently available at CIBC ABMs

TORONTO, June 20 /CNW/ - CIBC, Group Of Gold Line and Prepaid Direct are teaming up to give the bank's customers a new way to control and save on long distance calling costs by purchasing Canada's most popular prepaid services, CiCi and OLA xpress, through CIBC bank machines.

CIBC customers can now buy prepaid long distance time for their long distance calls on cellular, home, office, and pay phones from Prepaid Direct through CIBC banking machines located at all CIBC branches and selected retail locations across Canada.

"It's fast, convenient, simple and offers CIBC customers a new option for purchasing prepaid long distance time, 24-hours a day, seven days a week through most of CIBC's extensive banking machine network across Canada," said Christina Kramer, senior vice-president, service effectiveness and ABM Channel.

Using their bank card, customers simply choose the "Other Services" option from the banking machine main menu, then select the CiCi/OLA xpress Prepaid Long Distance option and the amount they wish to purchase. A toll-free dial in number and PIN are printed on the ABM transaction receipt that customers use as their prepaid card for the amount purchased. Customers receive their account balance at the start of every call to provide easy budget control.

"The Canadian prepaid long distance market is at \$350 million annually and growing quickly," said Carmine Tucci, vice-president, sales and marketing, Group of Gold Line. "This agreement delivers what users of prepaid long distance are looking for - easily accessible, user-friendly products combined with outstanding customer service from trusted providers."

"We're pleased our partnership with Goldline allows us to expand our relationship with CIBC and offer their customers up to 80 per cent savings on their long distance calls, from any phone, any time," said Peter Walcot, President of Prepaid Direct. "In addition to the savings, Prepaid Direct gives customers greater control in managing monthly long distance budgets that consolidating their long distance spending can provide."

Prepaid Direct offers simple pricing, with no hidden charges on two product options that are available in \$10, \$20 and \$50 denominations. The Prepaid Direct CiCi xpress Card's flat rate of 4.9 cents per minute to North America, will appeal to those making shorter calls, more often. OLA xpress Card's low 1.5 cents per minute rate to North America (after a \$0.97 connection fee) is designed for those who make longer calls. International rates and product details are available at [www.prepaiddirect.ca](http://www.prepaiddirect.ca).

CIBC is a leading North American financial institution with almost nine million personal banking and business customers. CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada, the United States and around the world. You can find other news releases and information about CIBC in our Media Centre on the Internet at [www.cibc.com](http://www.cibc.com).

Group of Gold Line, the largest provider of prepaid long distance calling cards in Canada, was established in 1991 and employs over 250 people at facilities in Toronto, Vancouver and Ottawa. Group of Gold Line's singular business focus is delivering long distance telecommunications savings by developing and introducing new and unique products to service the needs of consumers both domestically and abroad. Group of Gold Line is the only company of its kind in North America that maintains complete ownership and control of all aspects of its business. For more information on the Group of Gold Line, visit [www.goldline.net](http://www.goldline.net).

Prepaid Direct is a privately owned Canadian company, headquartered in Toronto, Ontario. The company was recently awarded a patent on their sales process, which facilitates the electronic purchase of goods and services via automated bank machines. Further information about Prepaid Direct can be found at [www.prepaiddirect.ca](http://www.prepaiddirect.ca).

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