BRADESCO CARDS AND CASAS BAHIA BRAZIL LAUNCH APPLICATION TO BLOCK ONLINE TRANSACTIONS USING FIRST PERFORMANCE GLOBAL TECHNOLOGY

New app allows the customer to choose when to permit purchases made over the Internet

ATLANTA, GEORGIA, USA – March 16, 2016 – First Performance Global is pleased to announce that Bradesco Cards and Casas Bahia of Brazil have launched APLICATIVO CARTÃO CASAS BAHIA. Available exclusively to retail credit card holders, the application allows access to various services including percentage of spend, account statements for the last four months, access to the payment code for payment of monthly invoices and real time transaction information. In addition, there is also a feature that is new on the market: the online shopping lock on e-commerce. The customer has the option to block online purchases on the card, using the app to unlock it before purchases are made.

"This release reaffirms the constant pursuit by Bradesco of digital technologies that add value and facilitate the daily lives of consumers, making the client experience more secure, fast, simple and adapted to the Brazilian consumer needs and habits," said Alexander Rappaport, CEO of Bradesco Cards.

The application was developed by Fidelity Processadora SA, using First Performance Global's digital platform, an interactive tool in which credit card users can disable the cards for purchases via their smartphone, now available on the Google Play store for Android devices and the App Store for iOS users. Just "get" CARTÃO CASAS BAHIA.

"It was a pleasure to work with Fidelity and Bradesco to bring this revolutionary and innovative project to life," said Laura Davis, Managing Director of Operations with First Performance Global. "The collaborative atmosphere and drive to deliver a seamless user experience helped to further enhance the development process."

About First Performance Global

First Performance Global provides an innovative platform that captures card transaction data in real-time, through integration with existing card authorization systems. The platform enables the delivery of card data, geolocation information, controls, alerts, messaging, self-service, and call center management. The company empowers card issuers to provide their customers with self-service automation and personalized management of their accounts as well as utilize the platform to address timely market conditions, to stay competitive, and to have a flexible set of tools to meet future business, market, and regulatory demands. For more information, visit www.firstperformance.com.

# # #

Contact:

Mary Brandon
First Performance Global
mary@firstperformance.com
+1-877-404-7667
http://www.firstperformance.com