

FOR IMMEDIATE RELEASE

**PANCREATIC CANCER ACTION NETWORK LAUNCHES PLATINUM VISA CREDIT CARD TO RAISE AWARENESS FOR THE FOURTH LEADING CAUSE OF CANCER DEATH IN THE UNITED STATES**

**EL SEGUNDO, CA – (July 16, 2008)** – People fighting pancreatic cancer, and the people who support them, have a new weapon--and it fits in their wallets.

The Pancreatic Cancer Action Network today announced that it has joined forces with CardPartner, Inc. to offer the *Pancreatic Cancer Action Network Platinum Visa® credit card*.

The Pancreatic Cancer Action Network receives \$50 for every card activated, plus a percentage of every dollar charged to each card. Funds earned through the card will help support the comprehensive programs of the organization to advance research, support patients and create hope for those affected by pancreatic cancer.

"Pancreatic cancer is the fourth leading cause of cancer death in the United States; yet is the most under-funded among leading cancer killers. By using the *Pancreatic Cancer Action Network Platinum Visa credit card* for everyday purchases, our constituents can help raise awareness and much needed funds for pancreatic cancer research," says Pancreatic Cancer Action Network President and CEO, Julie Fleshman.

For cardholders, the *Pancreatic Cancer Action Network Platinum Visa® credit card* credit card is highly competitive:

- No annual fee
- 0% APR on purchases and balance transfers for the first six months (*thereafter the APR will vary based upon the Prime Rate plus 5.90%. As of June 1, 2008, the APR for both purchase and balance transfers is 11.15%. Balance transfer offer limited to balance transfer requests submitted with application, from an issuer other than UMB Bank, n.a. or its affiliates*).
- Purchase protection
- Zero liability protection for unauthorized purchases
- Emergency cash and card replacement
- Lost/stolen card reporting service
- 24-hour roadside assistance
- Warranty manager service
- Lost luggage replacement

"Pancreatic Cancer Action Network is proud to empower supporters with this high quality, versatile financial tool. Anyone whose life is, or has ever been touched by pancreatic cancer can make a difference with the Pancreatic Cancer Action Network Platinum Visa® Card," Fleshman adds.

Adam Elgar, President of CardPartner, Inc., says, "Every 14 minutes, someone in the United States is diagnosed with pancreatic cancer. Just think how we could raise awareness of this disease if every 14 minutes or more someone in the United States were to use their Pancreatic Cancer Action Network Visa credit card!" Elgar says

**About the Pancreatic Cancer Action Network**

The Pancreatic Cancer Action Network ([www.pancan.org](http://www.pancan.org)) is a nationwide network of people dedicated to working to advance research, support patients and create hope for those affected by pancreatic cancer. The Pancreatic Cancer Action Network is the only national organization creating hope in a comprehensive way through research, patient support, community outreach and advocacy for a cure. The organization raises money for direct private funding of research and advocates for more aggressive federal funding of research that will lead to medical breakthroughs in prevention, diagnosis and treatment.

**About Pancreatic Cancer**

Pancreatic cancer is the fourth leading cause of cancer death in the United States. This year, an estimated 37,680 Americans will be diagnosed with pancreatic cancer and 34,290 will die from the disease. 75% of pancreatic cancer patients die within the first year of diagnosis and only 5% survive more than 5 years. There are no early detection methods and there is no cure.

**About Card Partner**

CardPartner, Inc. ([www.cardpartner.com](http://www.cardpartner.com)) is an online company that specializes in helping smaller U.S.-based membership organizations and charities create custom Visa credit card programs. CardPartner is a unit of the privately held Serverside Group, a technology provider to many of the world's leading banks. Visa credit cards offered through CardPartner are issued by UMB Bank, n.a., headquartered in Kansas City, MO. UMB Bank approves credit decisions, grants credit, and manages the administration and cardholder service for card programs offered by CardPartner.

# # #

**MEDIA CONTACT**

**Jennifer Reeves**

Public Relations Manager  
Pancreatic Cancer Action Network  
Direct: 310-321-6542

Email: [jreeves@pancan.org](mailto:jreeves@pancan.org)