

## Western Union introduces '\$50 for \$5' a convenient gift-giving solution for the Philippines

Written by Administrator

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ENGLEWOOD, Col.-To facilitate long-distance gift giving solutions, The Western Union Company (NYSE: WU), a leader in global payment services, recently introduced "\$50 for \$5," its new promotion from the United States to the Philippines.

Starting today, consumers can send up to \$50 from participating U.S. Agent locations to loved ones in the Philippines for a \$5 transfer fee.\*

As part of the Western Union Moving Money for Better global program, the new transfer fees help facilitate gifting solutions for consumers who send money more often and to more loved ones, no matter the occasion or how small the amount, to the Philippines.

<sup>3</sup>Moving Money for Better<sup>2</sup> branding concepts focus on Western Union® products and services as solutions to create moments of better. While sustaining the company's 160-year history of innovation and helping people improve lives, the new branding elements depict visual timelines that invite consumers to be a part of the worldwide campaign.

Shirleen Velasquez, director of product management, Western Union, said, <sup>3</sup>The Filipino market is very family-focused and with the new Western Union money transfer fees, consumers can send the gift of cash more often to celebrate life's milestones < from birthdays and baptisms, to school fees, regular support or emergency situations, and even graduations, weddings, and anniversaries.<sup>2</sup>

The gift of cash through Western Union is the perfect present for all occasions. This new pricing also enables consumers to send the gift of cash and show their love to more family members and friends < whether for a graduation present to a niece, a birthday present to an aunt, a wedding gift to a high school friend or a gift to a younger brother to buy clothes for his first day at work. With more than 44,000 Agent® locations in the U.S. and more than 8,000 Agent locations in the Philippines, Western Union is close to loved ones who want the gift of cash.

For more information or current exchange rates, call 1-877-PERA-ITO or visit [www.westernunion.com](http://www.westernunion.com).

\*Western Union also makes money from currency exchange.

### About Western Union

The Western Union Company (NYSE: WU) is a leader in global payment services. Together with its Vigo, Orlandi Valuta, Pago Facil and Western Union Business Solutions branded payment services, Western Union provides consumers and businesses with fast, reliable and convenient ways to send and receive money around the world, to send payments and to purchase money orders. As of December 31, 2011, the Western Union, Vigo and Orlandi Valuta branded services were offered through a combined network of 485,000 Agent locations in 200 countries and territories. In 2011, The Western Union Company completed 226 million consumer-to-consumer transactions worldwide, moving \$81 billion of principal between consumers, and 425 million business payments. For more information, visit [www.westernunion.com](http://www.westernunion.com).