

Barclaycard to use ManU branding

Britain's largest credit card lender, Barclaycard, has been granted the rights to use football team Manchester United's branding on their credit cards worldwide, except in the UK and Singapore. With the imminent launch of the card in Ireland Barclaycard will market the service using direct marketing such as mail, direct sales and media advertising.

Source: breakingnews.iol.ie

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