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Cuttler, Elyse

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## Highlights

- MasterCard strengthens relationship with Wal-Mart Stores Inc.
- Walmart converting Walmart and Sam's Club co-brand cards to MasterCard.
- Significant development as MasterCard looks to enhance merchant relationships.



## Walmart, Sam's Club Convert Co-Brand Cards to MasterCard

Story contact: Ely, Sarah on: 4/4/2014

Walmart and Sam's Club last week announced that they have extended their retail card relationship with [GE Capital](#). The extension includes the conversion of the Walmart and Sam's Club co-brand credit card portfolios to MasterCard. The move will provide customers with enhanced usability through a broader card acceptance network, as well as more robust features and benefits.

Through multi-year commitments, Walmart and Sam's Club will continue to partner with GE Capital to deliver their private-label offerings. The retailers will also convert their current co-brand credit portfolios to MasterCard cards in the coming months. The new co-brand offerings can be used anywhere MasterCard is accepted across the globe. These cards will feature enhanced benefits and offerings aligned with customer preferences and behaviors.

"We share the commitment of Walmart and Sam's Club to provide cardholders with the security they expect when using our cards while also enabling access to an unsurpassed global acceptance network along with the valuable features and benefits they desire," said Craig Vosburg, chief product officer. "The conversion of the Walmart and Sam's Club cobrand programs to MasterCard is further evidence of the strong and growing partnership between our organizations for the benefit of consumers."

This is a significant milestone in the growing partnership between MasterCard and Walmart. In addition to these programs, we had previously partnered with Walmart to introduce the Walmart Employee Payroll program, as well as the Walmart MoneyCard Prepaid MasterCard.

The new Sam's Club co-brand MasterCard will begin rolling out to consumers at the end of June. The Walmart co-brand MasterCard will be available at beginning the end of August.

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[Glunt, Louann](#) 4/7/2014 3:45 PM  
What a great win for MasterCard!!!! Congratulations to the team :)



[Bennett, Carol](#) 4/7/2014 3:25 PM  
Fabulous win! It's been slow and steady progress to convert this merchant along the various channels.



[Prior, Craig](#) 4/7/2014 4:06 AM  
What an extraordinary win! Congratulations to the team that made this happen. I read the other day that Wal-Mart was suing V-A for USD\$5Bln. Good to have Wal-Mart as a partner.



[Jain, Navin](#) 4/6/2014 10:10 AM  
This is a super win. kudos to the team!!



[Ricketts, Chantal](#) 4/6/2014 2:23 AM  
Excellent news!!! Congrats!!! :)



[Vergara, Eduardo](#) 4/5/2014 1:35 AM  
Congratulations, nice win!!!



[Schneider, Eric](#) 4/4/2014 11:35 PM  
awesome -- way to go Charlie and Julie and Bruce for bringing this home! hugely important in co-brand as well as for our acceptance advantage



[Milam, Amy](#) 4/4/2014 11:07 PM  
Congratulations for the win! Awesome news for a Friday.



[Treacy, Stephen](#) 4/4/2014 10:54 PM



This is a nice win! Hopefully someone is looking into flipping Target's Red Card with a push to EMV and MasterCard as the premier EMV solution.



✓ [Reynolds, Charles](#) 4/4/2014 8:15 PM

Craig Engler - the two portfolios are currently issued by GE (soon to be called Synchrony Financial) with Walmart and Sam's brands on the Discover network. Over the summer the new issuance will come online as Walmart/Sam's, GE and MasterCard.