



## **The Chicago Bar Association Endorses PartnersFirst Affinity Credit Card Program**

**WILMINGTON, DE** (February 20, 2009) — PartnersFirst Affinity Services ([www.partnersfirst.com](http://www.partnersfirst.com)) announced today that The Chicago Bar Association (CBA), one of the nation's largest bar associations, has selected PartnersFirst to issue the CBA Membership Visa<sup>®</sup> Card.

While other card issuers are standardizing their affinity card programs, PartnersFirst has been working closely with CBA to develop a unique credit card program to benefit their members. The CBA credit card offers industry leading cash, travel and merchandise rewards in addition to serving as the CBA membership card. This special combination allows CBA members to earn great rewards for everyday spending and for attending CBA functions such as the CBA Annual Meeting, CLE seminars, committee meetings and special education events. The highly customized program also provides CBA with administrative, CRM and other marketing benefits.

“We are proud to endorse the PartnersFirst program, which offers generous rewards and meaningful benefits to our members,” said CBA Executive Director Terry Murphy. “PartnersFirst took the time to understand what is most important to our organization and our members, and built a custom program that best meets those needs.”

“The CBA Membership Visa card is a great example of what we do,” said Hal Erskine, President of PartnersFirst. “We are returning to the affinity credit card's successful roots by providing our partners with flexible solutions offering real value to their members—especially in an environment where big bank programs do not always favor the customer's best interest.”

**About The Chicago Bar Association**—Founded in 1874, The Chicago Bar Association is one of the leading metropolitan bar associations in the United States. The CBA is governed by a 23-member Board and provides a wide variety of services to the legal profession and to the public. For more information, visit [www.chicagobar.org](http://www.chicagobar.org)

**About PartnersFirst** —PartnersFirst Affinity Services), a division of Torrey Pines Bank and a subsidiary of Western Alliance Bancorporation, provides full service credit card issuing and management services to affinity groups, banks and credit unions across the United States. PartnersFirst services more than 50 affinity partners and their members who have strong credit scores and a history of paying their bills on time.

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