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MASTERCARD SWINGS AS SPONSOR OF JAZZ AT LINCOLN CENTER

MasterCard cardholders gain exclusive access with preferred card of iconic venue

New York, NY (March 4, 2008) – MasterCard Worldwide and Jazz at Lincoln Center today announced a multi-year partnership including sponsorship of Frederick P. Rose Hall, home of Jazz at Lincoln Center, and the acclaimed Jazz at Lincoln Center Orchestra. MasterCard also becomes the preferred payment system and credit/debit card of Jazz at Lincoln Center as part of the partnership.

“We are proud to have partnered with such a cultural influence,” said Deborah Hughes, Group Head, Global Sponsorships, MasterCard Worldwide. “Jazz at Lincoln Center not only offers the sounds of many of the most talented jazz performers in the world, but also educates listeners to understand and appreciate this powerful form of artistic expression. Through our sponsorship, MasterCard will help deliver and expand these live music experiences and educational programs for our cardholders.”

Under Jazz at Lincoln Center’s Artistic Director, Grammy® and Pulitzer Prize award-winning trumpeter and bandleader Wynton Marsalis, Jazz at Lincoln Center is dedicated to educating listeners of all ages on the history and advancement of jazz music. The innovative and iconic Jazz at Lincoln Center home, Frederick P. Rose Hall, designed acoustically as the premier jazz performance venue in the world, includes Rose Theater, designed in the style of an Italian opera house; The Allen Room, featuring the most breathtaking views of Central Park and the skyline of Manhattan; and Dizzy’s Club *Coca-Cola*, a 140 seat, intimate jazz club, open 360 days a year.

“We are grateful to MasterCard Worldwide for their incredible support of Jazz at Lincoln Center. Partnerships such as this allow us to secure the growth of the art form and continue to uplift audiences through jazz music. We are excited about the opportunities this presents to our current and future listeners,” said Adrian Ellis, Executive Director of Jazz at Lincoln Center. “Together, MasterCard and Jazz at Lincoln Center will bring jazz music to thousands through unique experiences for fans to enjoy.”

As part of its sponsorship, MasterCard will create “Priceless” experiences for MasterCard cardholders and improve the fan experience at the venue. For example, Jazz at Lincoln Center has plans to accept MasterCard® *PayPass*™, a new contactless payment option, at select venue concession stands. With MasterCard *PayPass*, music fans will spend less time standing in line or fumbling for cash at concession stands, and more time enjoying performances. Cardholders simply tap their *PayPass*-enabled card or device on the specially-equipped terminals throughout the venue when purchasing concessions under \$25 (purchases over \$25 will require a signature).

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MasterCard cardholders will also receive special benefits at Jazz at Lincoln Center including a presale purchase opportunity to single tickets to Jazz at Lincoln Center performances; access to a prime MasterCard cardholder-only table at Dizzy's Club *Coca-Cola*; and automatic upgrades of membership benefits when purchasing with a MasterCard card.

This partnership with Jazz at Lincoln Center is an expansion of MasterCard's growing entertainment platform. Focused on offering the best and most authentic music, film, live performances and more, MasterCard continues to diversify its sponsorships in the entertainment space with additional sponsorships expected to be announced in 2008.

About Jazz at Lincoln Center

Jazz at Lincoln Center is dedicated to inspiring and growing audiences for jazz. With the world-renowned Jazz at Lincoln Center Orchestra and a comprehensive array of guest artists, Jazz at Lincoln Center advances a unique vision for the continued development of the art of jazz by producing a year-round schedule of performance, education and broadcast events for audiences of all ages. These productions include concerts, national and international tours, residencies, weekly national radio and television programs, recordings, publications, an annual high school jazz band competition and festival, a band director academy, a jazz appreciation curriculum for children, advanced training through the Juilliard Institute for Jazz Studies, music publishing, children's concerts, lectures, adult education courses and student and educator workshops. Under the leadership of Chairman of the Board Lisa Schiff, Executive Director Adrian Ellis and Artistic Director Wynton Marsalis, Jazz at Lincoln Center will produce nearly 2,000 events during its 2007-08 season in its home in New York City, Frederick P. Rose Hall, and around the world. For more information, visit www.jalc.org.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 18 billion transactions each year, and provides industry-leading analysis and consulting services to financial institution customers and merchants. Through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to www.mastercard.com.

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