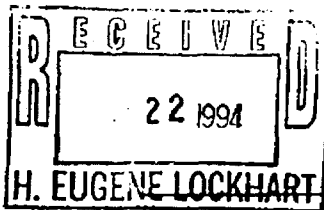
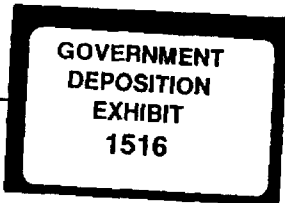


Banc
ONE -
EDWARDS
with file



**Banc One Credit Card Services Corporation
Call Report**



Type: Visit
Subject: Senior Management Visit

Call Date: 09/13/94 at 9:00 a.m.
Location: ABA Bankcard Conference

ACCOUNT

MASTERCARD

<p>Mark Tonnesen President</p> <p>800 Brooks Edge Blvd., Columbus, OH</p> <p>Phone: 614-248-3770 Ext: FAX: ICA:</p> <p>Account Attendees:</p>	<p>Cynthia J. Payant Regional Vice President Member Relations Midwestern Region</p> <p>Phone: 708-449-4194 Ext: 4194 Fax: 708-449-4187</p> <p>Attendees: Lockhart/Gene, Crow/Kris</p>
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Meeting Details

Purpose of Call...

1. Discuss the segmentation study and overlay study proposed by Lockhart to Neubert in July.
2. Determine other opportunities for Banc One and MasterCard to increase business relationship.

Meeting Summary...

Segmentation Study: Mark asked several questions and then determined we should proceed with discussions: Does the segmentation study that we conducted focus on MasterCard or on credit card in general? We reiterated that the study did focus on credit card and that our intent with our proposal to Banc One was to prove that we can help them increase the profitability of their current credit card relationships by expanding their base of potential clients, cross-sell MasterCard to their current Visa cardholders and utilize MC positioning to increase response rates among MC prospects.

Bank One is doing some work in segmentation, too, and there might be some carry-over between the studies.

Mark believes there is a difference between people who respond to MC offers as opposed to those that respond to Visa offers. He wants to make sure that any work that is done is to the benefit of both brands, not one over the other. His objective is to add incremental business to the industry, not cannabilize other issuers or his own portfolio. Obviously he wants to be able to tie whatever he spends directly to his ROE.

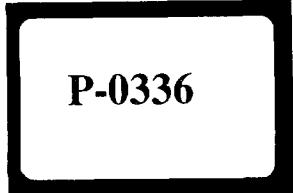
He wondered whether any of this can be done in the context of AARP. (Upon further thinking about this, our proposal is predicated on the context that Flint fits a utilitarian segment as well as with MC positioning. Utilitarian is the one segment that LaTerra feels most comfortable with being able to overlay a demographic and/or Prism profile to further target markets. AARP probably does not fit that particular segment.)

Mark has designated John Fisher, Don Lundblad and himself to meet with MC staff to review the test and develop learning points that are mutually agreeable. He does have an intellectual curiosity to understand the differences in attributes and perceptions between MasterCard and Visa.

Other areas that he will be interested in understanding are: geographic skews by brand; differences in markets where there is a BO presence versus no presence; Visa's declining results in BO markets.

His final comment re: this study ... probably won't take 50% of the Flint mail—but designate 10% of the mail (based on my current understanding of their mailing quantities, that would be somewhere between 300,000 and 500,000 pieces).

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