

Dear Editor

We thank Ms Sabrina Lee for her feedback "Banks' intrusive advertising" published in the Straits Times Forum on 14 September 2013.

The credit line extension mentioned, also known as Balance Transfer, is offered by most credit card issuing banks in Singapore. It is usually offered at low interest rates for a promotional period of up to 6 months.

While we agree that Balance Transfer may not be appropriate for every customer, some customers may find it a useful credit facility for paying off debts at a lower interest rate.

Consumers who prefer not to receive calls offering products, including Balance Transfers, can call their respective bank hotlines to unsubscribe from the service.

Ong-Ang Ai Boon, Mrs
Director
The Association of Banks in Singapore