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PenFed's Premium Travel Rewards American Express® Card Official Card of the 2013 National Cherry Blossom Festival

*DC area restaurants will celebrate the Festival by participating in the **Cherry Picks Restaurant Program**. Cherry Picks is presented by the PenFed Premium Travel Rewards American Express® Card, the official credit card of the 2013 National Cherry Blossom Festival.*

March 19, 2013, Alexandria, Va.—PenFed (Pentagon Federal Credit Union) announced today that the **PenFed Premium Travel Rewards American Express® Card** is the official credit card of this year's National Cherry Blossom Festival.

The National Cherry Blossom Festival is the nation's greatest springtime celebration. The Festival runs **March 20 through April 14, 2013**; and includes three spectacular weeks and four weekends of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit.

"We are thrilled to partner with PenFed," said Diana Mayhew, President, National Cherry Blossom Festival. "The Festival's events are predominantly free and open to the public, providing significant value for families. We encourage people to take advantage of the rewards from booking travel or dining out with PenFed's Premium Travel Rewards American Express® Card."

"It is an honor to have our **Premium Travel Rewards American Express® Card** chosen by the Festival to be the official Card sponsor for the international springtime celebration," said Nicole Butler, Senior Vice President of Brand Marketing and Client Development, PenFed. "The Festival selected our Card because of its unbelievable value and the rich rewards it provides. Not only do Cardmembers earn 5 points on airfare and 1 point on all other purchases, but as a special bonus from March 15 through April 15, 2013, Cardmembers can enjoy 3 points on their dining purchases during the Festival."

For over three weeks, restaurants in the Washington, DC area will once again celebrate the Festival by participating in the **Cherry Picks** Restaurant Program, coordinated by the National Cherry Blossom Festival and Restaurant Association Metropolitan Washington. Festival visitors and local residents can enjoy a unique taste of spring by sampling Festival-themed cherry, blossom, and spring dishes and cocktails.

Cherry Picks is presented by the PenFed Premium Travel Rewards American Express® Card, and Festival goers are encouraged to use their Card to earn rewards—before, during, and after the 2013 National Cherry Blossom Festival. Additionally, a portion of proceeds will go to help support the Festival's Cherry Picks program. Cardmembers, and culinary enthusiasts alike, can find a list of participating restaurants online at eatsdc.org/cherrypicks.

The twice-award winning **PenFed Premium Travel Rewards American Express® Card** was recently named by CreditCard.com and Cardhub.com as one of the best Travel Reward Card in the U.S. today; citing its generous rewards program and low purchase APR as key differentiating features. To learn more and apply for the Card, visit PenFed.org/CherryBlossomFestival.

About PenFed (Pentagon Federal Credit Union)

Established in 1935, PenFed is one of the largest credit unions in the United States with over a million members and more than $15 billion in assets. PenFed provides an extensive selection of financial products to its members worldwide. Its core membership includes the Department of Defense, Army, Marine Corps, Navy, Air Force, and Coast Guard; Department of Homeland Security personnel, employees or volunteers of the American Red Cross, numerous military associations, and many others. PenFed is federally insured by the National Credit Union Administration and is an equal housing lender.

For more information about PenFed, call 800.247.5626 or visit PenFed.org.

***Disclosures:** Rates are current as of March 2013, unless otherwise noted, and are subject to change. This Credit Card program is issued and administered by PenFed. American Express® is a federally registered service mark of American Express and is used by PenFed pursuant to a license. Terms and conditions apply.

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