

## Virgin seals the deal

Virgin Money is the headline sponsor for M-Net's new blockbuster game show, Deal or no Deal, which debuted on Sunday, 4 February 2007. Being a new brand which only launched in June last year, this is Virgin Money's first-ever association with an M-Net programme. "There was obvious value in aligning ourselves with Deal or No Deal, because of a number of synergies," says the company's Josi McKenzie. "At Virgin Money, everyone gets a good deal in terms of our credit card offering."

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