

Discover® Network Milestones

1986

Dean Witter Financial Services Group launches Discover Card.

1989

Signs one-millionth merchant.

1993

Dean Witter Discover & Co. spins off from Sears.

1996

\$1 billion in Cashback Bonus Rewards is distributed to Discover Cardmembers.

1997

Merger with Morgan Stanley creates Morgan Stanley, Dean Witter, Discover & Co.

1999

Launches Discover Platinum Card.

2000

50 million cardmembers.

2002

Launches Discover 2GO Card.

2003

Discover expands acceptance into Mexico.

2003

Launches Discover Gift Card.

2004

Discover/Novus changes name to Discover Network.

2004

Successful conclusion of Department of Justice case enables Discover Financial Services to pursue a broad payment strategy.

2004

Discover Network adds more than one million new merchant locations.

2005

Acquires PULSE EFT Association.

2005

GE Consumer Finance began issuing credit cards on the Discover Network.

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2005

Wal-Mart and GE Consumer Finance launch new SAM'S CLUB Discover Credit Card on Discover Network.

2005

Federated Department Stores Inc. begins accepting Discover Network Cards at 450 Macy's and Bloomingdale's branded stores.

2005

Forms strategic alliance with China UnionPay initiating mutual acceptance of China UnionPay and Discover Network Cards.

2005

Metris Companies Inc., 11th-largest bankcard issuer in the U.S., (now owned by HSBC) signs agreement to issue Discover Network Cards.

2005

Purpose Solutions, LLC signs agreement to issue Discover Network Cards through First Bank of Delaware.

2006

Discover Network launches *Discover Debit*, the first signature debit-card program to enter the market in 10 years.

2006

Discover Financial Services signs merchant-acquiring agreement with Credomatic for Discover Network Card acceptance in Central America.

2006

Discover Financial Services announces five new credit and prepaid card issuers on Discover Network. They include: Alliance Data, First Bank & Trust, Morgan Beaumont Inc., West Suburban Bancorp Inc. and Palm Desert National Bank.

2006

Discover Network announces establishment of Merchant Advisory Council.

2006

Discover Financial Services and TSYS Acquiring sign acquirer processing agreement.

2006

Discover Network certifies ViVOtech Solutions for contactless payments.

2006

Discover Financial Services acquires Goldfish in the United Kingdom.

2006

Discover Financial Services forms strategic alliance with JCB.

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2006

Discover Network unites with Visa, MasterCard, American Express and JCB to form Payment Card Industry (PCI) Security Standards Council.

2006

Discover Financial Services signs merchant-acquiring agreements with Elavon, Fifth-Third Bank, First Data, First National Merchant Services, Global Payments Inc., RBS Lynk and TransFirst.

2006

Launches Discover Business Card.

2007

Discover Financial Services spins off from Morgan Stanley and begins trading as an independent company on the New York Stock Exchange for the first time under the symbol DFS.

2007

DFS signs merchant-acquiring agreements with Chase Paymentech Solutions, Bank of America Merchant Services, Wells Fargo, Innovative Merchant Solutions, iPayment, Inc., First American Payment Systems and Merrick Bank.

2007

Launches Premium Credit Product.

2008

DFS acquirers Diners Club International.

2008

DFS signs merchant-acquiring agreements with National Processing Company, Heartland Payment Systems, Inc. and Moneris Solutions, Inc.