








Dear Merchant,

As a MasterCard merchant you know an opportunity when you see it. And here's one you won't want to miss.

MasterCard merchants must accept and process Diners Club Cards, issued in the U.S. and Canada, as MasterCard transactions. Just look for the Diners Club Card with the MasterCard Mark and Hologram on the **front** of the Card along with the **16-digit account number beginning with "5."**

EFFECTIVE IMMEDIATELY FOR MERCHANTS *OUTSIDE* THE U.S. AND CANADA

If You Are A Merchant That Accepts:		 		
	Look For: <ul style="list-style-type: none">• 16-digit account number beginning with "5"• With MasterCard Mark and Hologram on the front of Card	Accept*	Accept*	Decline
	<ul style="list-style-type: none">• 14-digit account number beginning with "36"• With MasterCard Mark on the back of Card	Decline	Accept**	Accept**
	<ul style="list-style-type: none">• 14-digit account number beginning with "36"• Without the MasterCard Mark on the back of Card	Decline	Accept**	Accept**

* Process as a MasterCard card ** Process as a Diners Club Card

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It couldn't be easier for you and your establishment to welcome more high-spending customers for "bricks and mortar" and "clicks and order" transactions:

- There's no need to change your acceptance procedure – accept and process these U.S and Canadian-issued Cards the same as any MasterCard credit transaction.
- These Cards are easy for you and your employees to recognize: the MasterCard Mark and Hologram appear prominently on the front of the Card along with the 16-digit account number beginning with "5."
- The fees and charges are the same as you pay for MasterCard.

So begin accepting these Cards and you'll agree it's never been easier to recognize the face of opportunity.

FOR MORE INFORMATION PLEASE CONTACT YOUR ACQUIRER OR EMAIL MASTERCARD AT DINERS_ACCEPTANCE@MASTERCARD.COM.



**ACQUIRERS
LOGO**