



CORPORATE FACTS

Profile	Discover Financial Services (NYSE: DFS) is a Direct Banking and Payment Services company with one of the most recognized brands in U.S. financial services. Since its inception in 1986, the company has become one of the largest card issuers in the United States. The company operates the Discover card, America's cash rewards pioneer, and offers personal and student loans, online savings accounts, certificates of deposit and money market accounts through its Discover Bank subsidiary. Its payment businesses consist of Discover Network, with millions of merchant and cash access locations; PULSE, one of the nation's leading ATM/debit networks; and Diners Club International, a global payments network with acceptance in more than 185 countries and territories.									
Web Site	www.discoverfinancial.com									
Headquarters	Riverwoods, Illinois									
Employees	Approximately 10,500									
Leadership	David W. Nelms, Chairman and Chief Executive Officer Roger C. Hochschild, President and Chief Operating Officer									
Direct Banking	<p>The Direct Banking business segment operates a number of consumer and business credit cards, which are founded on a commitment to help cardmembers earn more meaningful rewards, quickly and easily, while giving them more choices and control over their credit. DFS is one of the largest card issuers in the United States. (www.discover.com)</p> <p>Offerings include</p> <table><tr><td>Discover® MoreSM card</td><td>Discover® MotivaSM card</td><td>Discover® Open RoadSM card</td></tr><tr><td>Miles by Discover®</td><td>Discover® Business card</td><td>Discover® Business Miles card</td></tr><tr><td>Discover® gift cards</td><td>Escape by Discover® card</td><td></td></tr></table>	Discover® More SM card	Discover® Motiva SM card	Discover® Open Road SM card	Miles by Discover®	Discover® Business card	Discover® Business Miles card	Discover® gift cards	Escape by Discover® card	
Discover® More SM card	Discover® Motiva SM card	Discover® Open Road SM card								
Miles by Discover®	Discover® Business card	Discover® Business Miles card								
Discover® gift cards	Escape by Discover® card									
Discover Bank	As part of its Direct Banking segment, DFS has two banking affiliates in the United States: Discover Bank and Bank of New Castle. The company issues U.S. Discover cards through Discover Bank, which is a Delaware corporation. Bank of New Castle activities are primarily limited to credit card operations. Discover Bank offers certificates of deposit, money market deposit accounts, personal and student loans, online savings accounts, and other consumer financial products and services. (www.discoverbank.com)									
Payment Services	Discover's Payment Services business segment includes Discover Network, a comprehensive payments network that supports multiple card products, issuers and processors (www.discovernetwork.com); PULSE, one of the leading ATM/debit networks (www.pulsenetwork.com); and Diners Club International, with acceptance in 185 countries and territories worldwide (www.dinersclub.com). Together, these three networks support billions of financial transactions each year.									
Business Locations	Arizona: Phoenix Delaware: New Castle, Greenwood Illinois: Riverwoods (Corporate Headquarters) Ohio: New Albany Tennessee: Memphis Texas: Houston Utah: Salt Lake City, West Valley China: Shanghai									
Media Relations	Phone: 1-224-405-1747 E-mail: mediarelations@discover.com									

Awards & Recognition



#1 in Customer Loyalty: Discover Card ranked #1 in customer loyalty among leading credit card brands, according to the 2010 Brand Keys Customer Loyalty Engagement Index report. Discover Card has won the credit card category 13 years in a row.



World Class Customer Satisfaction Award: Discover Financial Services received the 2008 World Class Customer Satisfaction Award for call center satisfaction as measured by Service Quality Measurement Group, Inc.



A Leader in Identity Safety: Discover tied for first place in identity fraud resolution, ranked second in detection and had the second-highest score overall in the 2010 Card Issuer's Safety Scorecard of the top 26 card issuers. The annual scorecard is compiled by Javelin Strategy & Research, a leading financial services research and analysis firm.



Great Place to Work: IDG's Computerworld rated Discover Financial Services as one of the 100 best places to work for information technology professionals in 2010. Discover has made the list eight years in a row.



Excellence in Technology: Discover Financial Services has been recognized by CIO magazine with a 2009 CIO100 Award as one of the top 100 organizations that exemplify operational and strategic excellence in information technology. The CIO 100 award is presented annually by the magazine to recognize outstanding innovation and measurable business impact.



2008 Best New Product Award: Based on innovation and the ability to make peoples' lives easier and simpler, Discover Motiva Card received a "2008 Best New Product Award" from Quick & Simple magazine.



Technology Innovation: Discover's technology department ranked as one of America's most innovative companies on the 2009 InformationWeek 500 list. For more than 20 years, InformationWeek has tracked technology practices by documenting the business-technology strategies, investments and administrative practices of America's best-known companies.