



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 11,000									
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.									
Call Center Locations	Arizona Delaware Ohio Utah									
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 2011 Brand Keys Customer Loyalty Engagement Index report. Discover Card has won the credit card category 15 years in a row.



Call Center Excellence Awards: Discover has been named by the International Quality & Productivity Center (IQPC) as the winner of two 2011 Call Center Excellence Awards – “Best in Class Call Center” and “Best Performance Acting on Voice of the Consumer and Voice of the Social Customer.”



A Leader in Identity Safety: Discover ranked best in identity fraud resolution among the top U.S. credit card issuers in Javelin Strategy & Research’s 2011 annual assessment of identity safety in the credit card industry. In addition to achieving the highest score in the resolution category, Discover finished second overall among issuers across all categories.



Great Place to Work: DG’s Computerworld rated Discover Services as one of the 100 best places to work for information technology professionals in 2011. Discover has made the list nine years in a row.



Excellence in Technology: Discover has been recognized by CIO magazine with a 2011 CIO100 Award as one of the top 100 organizations that exemplify operational and strategic excellence in information technology. The CIO100 award is presented annually by the magazine to recognize outstanding innovation and measurable business impact.



Best Overall Customer Experience: The Discover card website won first place in Best Overall Customer Experience for new users in the 2011 Keynote Competitive Research Industry Study of U.S. credit card marketing websites.



Banking Commitment: Discover Bank was honored with the inaugural Joe Belew award in 2011 for addressing social issues. The award from Consumer Bankers Association recognized Discover Bank for providing grants, loans and expertise to expand affordable housing in Delaware.



Technology Innovation: Discover’s technology department ranked as one of America’s most innovative companies on the 2011 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.