

Petrol PLAZA

Walmart, Capital One partner for retail credit card program

New credit card program offers rewards on purchases made at Walmart and everywhere customers shop.



Capital One and Walmart are introducing the Capital One Walmart Rewards Credit Card Program, which launches with two new credit cards that reward customers for shopping at Walmart and on purchases they make everywhere the card is accepted.

The program's signature co-branded card, the Capital One Walmart Rewards Mastercard, and the private-label card exclusively for Walmart purchases, the Walmart Rewards Card, will be available beginning September 24.

"As our company has evolved to serve customers shopping in stores, online, and on the Walmart apps, we also recognized the need to fully digitally enable the cardholder experience; that's why we've worked with Capital One to make it possible for cardholders to manage essentially every interaction with the program right from the palm of their hands," said Daniel Eckert, senior vice

president, Walmart services and digital acceleration.

"We worked with Walmart to deliver a credit card program that offers meaningful rewards combined with simple, intuitive digital tools that help people get more from their money by rewarding them for the things they buy at Walmart and everywhere else they shop," said Daniel Mouadeb, senior vice president, head of Walmart partnership at Capital One.

While these two products launched, Capital One and Walmart will continue to innovate and add new products and capabilities to the program over time.