



FOR IMMEDIATE RELEASE

Ukash deal with Mobytop offers consumers September discount **Ukash and Mobytop allow online cash payments to buy international airtime**

London, 2 September 2009 – Ukash, the fast growing global e-commerce payment solution, has signed a deal with Mobytop which will allow consumers to use cash when buying mobile phone airtime for their loved ones around the world.

To mark the deal with Mobytop, in the month of September all Mobytop purchases made with Ukash will receive a 5% discount, providing a further incentive for users to start topping up.

In the last few years there has been a significant rise in the number of people sending airtime to other countries around the world, largely due to increased international migration and growth of expatriate communities abroad. Mobytop allows immigrant communities to support their families living in their home country through mobile top-up: the easiest and cheapest way to send money abroad.

Mark Chirnside, chief executive officer, Ukash said: "Mobytop has developed a dynamic business model that is well suited to the Ukash proposition. Ukash has vast experience in providing an alternative payment method for online shoppers around the world and Mobytop users will benefit from using cash to load international airtime securely, without the need for a credit or debit card."

Consumers simply purchase a Ukash voucher – either in one of hundreds of physical points of purchase or at www.ukash.com - which can then be used completely anonymously and securely to pay online for international airtime through Mobytop at www.mobytop.com. The end user then receives a SMS explaining that credits have been added to their mobile phone.

Mobytop allows mobiles airtime top-ups in Cameroon, China, India, Indonesia, Jordan, Kazakhstan, Pakistan, Philippines, Russian Federation, Sri Lanka, Turkey, Vietnam, with more countries to be added soon.

Ukash, which is available in the UK, mainland Europe, South Africa and Australia has an existing global network of 275,000 issuing points and can be obtained online in Australia, Belgium, Sweden, France, Spain, Russia, Poland, UK and the Netherlands and allows consumers to make easy, private and secure online payments any time of the day from virtually anywhere in the world.

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About Ukash ®

Ukash ® is the fastest growing global e-commerce payment solution to enable consumers from anywhere in the world to shop, pay and play online safely using cash. Ukash is a secure payment method developed to protect personal identity and financial information when making online transactions; eliminating the threat of credit and debit card fraud for consumers and repudiations and charge-backs for retailers.

Established in 2001 under the holding company Smart Voucher Ltd, Ukash has grown to more than 275,000 physical points of purchase around the world. In 2008, Ukash ® established a strategic partnership with South African payments giant Blue Label Telecoms – part owned by Microsoft, to develop the brand's services.

Ukash ® is regulated by the UK Financial Services Authority (FSA) and operates as one of only a small number of Electronic Money Institutions, a status that allows a single maximum online cash payment transaction of up to £500/€750.

Uniquely numbered Ukash ® vouchers are available through payment terminals in retail outlets across Europe and South Africa and are also issued online from the company's website in selected European territories.

The technology behind Ukash is protected by patents registered across the Smart Voucher database and functionality and is, as such, protected by Patent Law in all the major economies of the world. Ukash ® is a registered trademark of Smart Voucher Ltd.

For more information please visit www.Ukashbusiness.com and follow us on Twitter www.twitter.com/ukashbusiness

About Mobytop:

Mobytop is a brand registered product from the company Global Funds Transfer (GFT) GmbH, based in Munich, Germany. GFT has developed the infrastructure to mobilize money around the world helping immigrants to send some funds back home. For more information, please send a mail to contact@mobytop.com