



FOR IMMEDIATE RELEASE

Ukash and Untitled London build platform for instant cash payments via mobile phone

London, 21 September 2009 – Ukash, the fast growing global e-commerce payment solution, and leading creative digital agency Untitled London have joined forces to build a mobile site that allows consumers to access Ukash services from anywhere in the UK with the ease and simplicity of their mobile phones. The mobile site also features a new mobile wallet to store, combine and split vouchers which can be used to shop, pay and play online using cash. Additionally there is also a WAP version of the site to allow for emerging markets to utilise Ukash services via mobile devices. Both versions of the site will be rolled-out to other countries in the coming months.

For iPhone users, Untitled London has also created functionality that utilises 'current location' technology to quickly and conveniently identify the nearest physical locations for Ukash users to buy vouchers. The company plans to roll out this convenient mobile feature to more countries across Europe in the next few months.

The Ukash mobile site can be accessed at www.ukash.com or www.ukash.mobi and provides consumers with a user-friendly interface that shows how to get Ukash, where to spend it and provides access to the mobile wallet 24 hours a day. The platform will host exclusive mobile-specific products and services and will allow new mobile-specific merchants to tap into the Ukash proposition while providing current merchants with another channel to publicise their offering.

Mark Chirnside, chief executive officer, Ukash said: "As advances in technology continue to change and enhance the retail landscape it is important for companies to offer consumers and merchants new and more convenient ways to benefit from products and services. The new Ukash mobile site uses cutting-edge technology to ensure that our users can access our product in the most convenient way possible."

Ukash, which is continuing to expand its reach in its quest to make online shopping available to everybody, anywhere in the world, is available in the UK, mainland Europe, South Africa and Australia and has an existing global network of 275,000.

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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, South Africa and Australia 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

