



FOR IMMEDIATE RELEASE

Ukash makes first entry into North America with launch in Canada

London, 20 October 2009 – Ukash, the fast growing global e-commerce payment solution, has today announced that Canada will be the first country in North America to make Ukash e-cash available to consumers. Through a deal with VendTek Systems Inc under its brand Now Prepay, Ukash will be available from 4,000 point of sale terminals in Ontario, before expanding to a total of 15,000 outlets across Canada by the end of the year.

Having extended its global footprint to Australia in August 2009 and South America earlier this month in a continued effort to bring easy, controlled and anonymous online cash payments to everyone including those without credit or debit cards from anywhere in the world; Ukash is now making its entry into the North American market where there are over 70 million unbanked consumers¹.

With the continued growth of online shopping in Canada and industry reports revealing that Canadians placed almost \$12.8 billion worth of orders in 2007², the need for a range of alternative payment solutions to support consumers presents an opportunity for Ukash to tap into digitally excluded consumers as well as those with concerns about online fraud.

Mark Chirnside, chief executive officer, Ukash said: "North America is a territory with huge potential for the Ukash proposition. High rates of unbanked consumers at this time, largely due to poor credit history and immigrants unable to get bank accounts, means that there is a growing number of cash consumers who want to spend online. Canada is a key territory for the Ukash proposition and working with Now Prepay will give us the prominence needed to expand our availability across Canada before launching in other countries across the Americas."

¹ 2008 First Data White Paper

² 2007 Canadian Internet Use Survey, conducted as a supplement to the Labour Force Survey.

Doug Buchanan, President of VendTek said, "Ukash offers an electronic cash payment source and an important solution for people who are looking for an alternative to credit cards. We have been interested in an on-line payment product for our network and Ukash has an e-commerce payment solution that is an excellent fit with our network. We are very excited to partner with them to enable money transfer services over the Now Prepay network in Canada."

Ukash vouchers, which allow consumers to shop, pay and play online using cash, will be available from 15,000 point of sale terminals across Canada including independent convenience stores and gas stations. Vouchers will be available in 25, 50, 75, 100, 150 denominations of Canadian dollars. Ukash is particularly popular with consumers who do not have access to credit and debit cards or those that are fearful of online fraud. Users receive a voucher containing a 19-digit code which can be used to pay at thousands of online merchants.

Ukash is also available in the UK, mainland Europe, South Africa, Australia and South America and has an existing global network of 300,000 physical points of purchase. Purchases of Ukash vouchers in Canada will be subject to a fee.

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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 300,000 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.

About VendTek

VendTek develops and licenses automated transaction system software and supporting technologies that improve the efficiency of product delivery, reduce costs to clients and offer superior safety measures. VendTek's customers, its division, Now Prepay and its subsidiaries are using e-Fresh™ software to build electronic, prepaid services networks, which enable consumers to purchase prepaid services via POS and self-serve terminals connected to a central e-Fresh™ server. This system creates significant value through improved efficiencies compared to the traditional distribution paradigm. e-Fresh™ reduces shrinkage and inventory requirements while improving consumer access to prepaid services by completely eliminating physical cards and vouchers. For further information please visit the Company's websites www.vendteksystems.com and www.nowprepay.com.

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