



FOR IMMEDIATE RELEASE

## A MadBid is a smart choice with Ukash

Secure online cash payment method Ukash goes live on [www.MadBid.com](http://www.MadBid.com)

**London 22 September 2009** – The rapidly expanding global cash payment solution Ukash has announced today its unique vouchers are now available as a payment method on MadBid.com, the penny-auction phenomenon that everyone's talking about.

Ukash vouchers, which allow consumers to shop, pay and play online using cash, are now accepted on [www.MadBid.com](http://www.MadBid.com) in the UK and Ireland for millions to make bids on new products like Nintendo Wiis, iPods, laptops, digital cameras and LCD TVs which sell for prices that can only be described as totally mad.

As a completely safe and secure payment method, Ukash vouchers appeal to the large unbanked community and those who fear online fraud. MadBid.com attracts thousands of users to its site who bid on a range of products in a second-by-second auction, and by accepting Ukash Madbid.com is giving its users more flexibility to pay online using cash.

Mark Chirnside, CEO of Ukash said: "Madbid.com is an innovative and exciting internet business that appeals to a large range of consumers. More and more people are looking for new ways to shop online and Madbid provides excellent value for customers in an exciting format that can be enjoyed from the comfort of their own home. There is a great synergy between our two businesses and we are sure that our partnership with Madbid will be a great success."

MadBid.com's Managing Director Juha Koski said: "Ukash will expand MadBid.com's payment platforms and gives our users the full range of payment options. Now MadBidders can participate in our online auctions using cash, which is perfect for people who do not have or don't want to use credit or debit cards."

Ukash, which is available in the UK, mainland Europe, South Africa, South America and Australia has an existing global network of 275,000 issuing points and can be obtained online in several European countries.

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**For more information please contact ING MEDIA:**

Seamus O'Keeffe  
ING MEDIA  
[seamus@ing-media.com](mailto:seamus@ing-media.com)  
Ph: 0207 392 1987

Libby Andrews  
ING MEDIA  
[libby@ing-media.com](mailto:libby@ing-media.com)  
Ph: 0207 247 8334

### **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](http://www.Ukashbusiness.com) and follow us on Twitter [www.twitter.com/ukashbusiness](http://www.twitter.com/ukashbusiness)