



FOR IMMEDIATE RELEASE

Ukash and Payzone partnership builds platform for major rollout of *MasterCard® rePower™*

London 12 October 2009 – Ukash and Payzone are leading the way in the UK prepaid market having agreed a major new deal which will enable the provision of prepaid card reloading services for *MasterCard rePower* at over 18,000 Payzone outlets across the UK, bringing a boost to the prepaid card segment and extending convenience to cardholders in the UK.

Ukash, which is rapidly expanding its global footprint and range of services, has been working with MasterCard to launch *MasterCard rePower* - which will allow consumers to load cash onto their MasterCard and Maestro® prepaid cards at Point-of-Sale (POS) locations across Europe.

The deal with Payzone, which is Europe's largest branded consumer payments acceptance network, will significantly increase the number of outlets where *MasterCard rePower* will be available to consumers, and is expected to go live early in 2010.

To load money using *MasterCard rePower*, consumers simply swipe their card and in exchange for cash, their card is reloaded with funds. Ukash will enable this service to be delivered across the UK initially and then across Europe via partners within its merchant estate. The value of the transaction is immediately available for the consumer to spend on their MasterCard or Maestro prepaid card, wherever MasterCard is accepted.

Mark Chirnside, CEO of Ukash said: "The *MasterCard rePower* service is a real addition to the prepaid card segment in the UK and we are proud that our partnership with Payzone will make the service available to more customers across the UK. The prepaid market is very significant and has proved a key growth area

and will continue to be an important revenue stream for Ukash as we continue to diversify our range of products.”

Bill Thomson, Managing Director at Payzone said “We are delighted to be able to offer this service and to provide an easy and convenient place for customers to load funds onto their cards. Payment cards represent an exciting area of growth for Payzone, further adding to our extensive range of services which include mobile top-ups, bill payments, calling cards, ticketing and money transfer.”

-End-

For more information please contact ING MEDIA:

Seamus O’Keeffe
ING MEDIA
seamus@ing-media.com
Ph: 0207 392 1987

Libby Andrews
ING MEDIA
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 and follow us on Twitter www.twitter.com/ukashbusiness

About Payzone

Payzone was formed from the merger of alphyra Holdings Limited with Cardpoint plc in December 2007. Payzone is one of the leading consumer payments and cash distribution networks in Europe. Listed on the AIM market of London Stock Exchange and headquartered in Dublin, it has operations in 10 countries across Europe.

The Company offers a wide range of services including pre-paid mobile phone top-ups, energy pre-payments, bill payments, pre-paid Visa vouchers, local and housing authority payments, pre-paid Visa and MasterCard payment cards, payment vouchers for on-line shopping, gift card and loyalty programmes, transport ticketing, lottery games, parking and electronic road tolling, debit and credit card acceptance, contactless payment solutions and world-wide money transfer services.

Contact: Linda Cook 07802 907643.

For more information please visit www.payzone.co.uk

About MasterCard Europe

MasterCard Europe is the entity responsible for managing MasterCard Worldwide business in Europe, for Europe. With headquarters in Waterloo, Belgium, MasterCard Europe works in 51 European countries, stretching as far afield as the eastern border of Russia. Through its network of local offices, MasterCard Europe can understand and meet the diverse needs of customers in the very different types of markets throughout Europe, enabling people to do business in their own way in their own language.

About MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes approximately 21 billion transactions each year, and provides industry-leading analysis and consulting services to financial-institution customers and merchants. Powered by the MasterCard Worldwide Network and through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories. For more information go to: www.mastercard.com.