



FOR IMMEDIATE RELEASE

Ukash to revolutionise internet shopping New deal opens up online shopping with cash to millions

London 13 October 2009 – Fast growing global payment system Ukash is to launch a service that will allow consumers to spend cash online anywhere that MasterCard™ is accepted.

In a move that will revolutionise internet shopping for cash consumers, Ukash will provide shoppers with a 'virtual card', in exchange for cash, that can be spent in MasterCard merchants worldwide.

Recognising the need for cash consumers to interact in the world of ecommerce, Ukash has entered into an agreement with Transact Network Limited (www.transactnetwork.gj), a prepaid MasterCard issuer, to bring to the market a 'virtual card' specifically to address the needs of the cash customer.

Of particular interest to the consumers traditionally underserved by banks, including those without access to credit or debit cards along with those in the youth and gift market, this new service from Ukash will enable cash customers to enjoy the benefits and flexibility of internet shopping for the first time.

This revolutionary product will be available to consumers by Q4 2009 and is expected to be hugely popular with shoppers.

Mark Chirnside, CEO of Ukash said: "Our vision has always been to allow everybody, anywhere in the world, to shop online and this innovation is a major milestone for Ukash in achieving our goal. For years those without access to credit and debit cards and those nervous of utilising cards online have missed out on special offers and services that are available to internet shoppers and we are delighted to offer a more socially inclusive solution. Now, consumers can use one of our 'virtual cards' and spend their cash at

hundreds of thousands of websites and enjoy the benefits of ecommerce that so many people have been benefiting from for years.”

Tobias Schreyer, Managing Director of Transact Network added, “The partnership with Ukash marks a major step for the prepaid market in accessing the cash consumer. We are proud to be a part of launching this innovative and practical product.”

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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

About Transact Network Limited

Transact Network Limited is headquartered in Gibraltar. The company is licensed and regulated by the Gibraltar Financial Services Commission and is a principal member of Mastercard.

For more information go to www.transactnetwork.gi

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.