



FOR IMMEDIATE RELEASE

Ukash and Wallet One provide flexibility and security to online shoppers globally

Secure online cash payment method Ukash now available for Wallet One account holders

London 19 October 2009 – Ukash, the rapidly expanding online global cash payment solution, has announced a deal with Wallet One [W1] to allow hundreds of thousands of global customers to purchase Ukash vouchers from their W1 online accounts and spend securely online using the unique, patented Ukash PIN code.

A flexible and innovative payment system, W1 makes it easy for customers to buy unique Ukash vouchers from a secure online wallet to spend cash privately and conveniently online at any time and from anywhere in the world.

Making online payments available to consumers without access to cards, the deal with Ukash and W1 also offers the ability for online merchants without a MasterCard or Visa function to appeal to the cash customer and increase online sales.

W1 account holders can purchase a Ukash voucher online at www.w1.ru at any time and from anywhere they can access their W1 account, either online or via mobile devices. To ensure privacy and convenience, a 19-digit Ukash number will be issued immediately and either sent as a text message (SMS) to the customer's mobile phone or will be saved in a secure online account area.

The W1 payment system already has a large presence in Russia, the Ukraine and CIS countries which significantly increases Ukash's exposure in these emerging markets. Ukash vouchers will be available in any denomination from 1 – 500 EUR, or for convenience in fixed values of 5, 10, 15, 20, 30, 50, 100, 150, 150, 200 or 500 EUR.

Mark Chirside, CEO of Ukash said: "We believe everyone in the world should be able to make payments online, whether they have access to a credit card, bank account, cash, or all three. Our partnership with W1 reaches hundreds of thousands of consumers worldwide, giving more people the opportunity to make payments online safely and conveniently using cash, which is another step in the global expansion of our alternative payment system."

Fast-growing alternative payment method Ukash, which aims to make online shopping available to everybody, anywhere in the world, is also available in the UK, mainland Europe, South Africa and Australia and has an existing global network of 300,000 physical points of purchase.

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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, South America 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