



PRESS RELEASE

Leading European Mobile Payment Provider Mopay Expands Global Presence to United States

Brings More Than Ten Years of Expertise in Micropayments to U.S. Audience

MUNICH AND PALO ALTO, CALIF. – February 16, 2010 – [mopay](#), a leading provider of mobile payment solutions worldwide, today announced its expansion into the U.S. market, enabling North American gaming and social networking providers to open a new revenue channel and allowing U.S. consumers to purchase virtual goods and other digital content through their mobile phone accounts. mopay’s U.S. offices will be headquartered in Palo Alto, California and led by Kolja Reiss, Managing Director of mopay, Inc. mopay specializes in bringing the “unbanked”— people without bank accounts and limited or no credit – the power to purchase digital goods and services with ease by placing charges on their mobile phone bills.

Reaching more than 3.3 billion people with SMS-enabled mobile phones in 65 countries around the globe, mopay enters the U.S. market as a major challenger to providers BOKU and Zong. mopay, a European industry heavyweight with close to 100 employees and a blue-chip customer base that reaches 500 million users worldwide, brings unprecedented mobile payments experience to the U.S., offering a clear advantage over its competitors. Some of the global brands being served by mopay today include Bigpoint, Gameforge, Innogames, Sulake and Travian. A local presence in the U.S. will allow mopay to service those customers with a U.S. billing option and will extend its sales efforts to U.S. clients searching for an experienced mobile payment player with truly global coverage.

For the first time, online gaming and social networking providers in the U.S. can benefit from mopay’s world-class solutions, best practices in integrating mobile payments into providers’ revenue streams, and consulting expertise to guide customers from implementation through ensuring an optimum consumer experience. The mopay credo is doing mobile payment right which is much more than just adding a payment option at checkout. It is about end-customer



confidence as well as vendor satisfaction which mopay has proven to deliver to its client base across the globe.

“The U.S. market is ripe for change and primed for growth in the mobile payment market,” said Mr. Reiss. “European providers have been ahead of the mobile payment curve for a number of years, successfully embracing the full potential of how easy it is to pay for goods and services via mobile. Now we’re bringing our ten years experience and market opportunities to U.S. vendors, so they can offer their customers the convenience of mobile payments around the globe. With more than 400 customers worldwide, mopay boasts more experience than most providers combined. We look forward to partnering with U.S. vendors to open up a new revenue channel and share with them our tremendous expertise and experience.”

As Managing Director of mopay, Inc, Kolja Reiss is responsible for overseeing all aspects of corporate relations and operations for mopay in North America. Mr. Reiss has over 14 years of experience in the telecommunications industry and is recognized as a leader in the mobile industry. Prior to mopay, Mr. Reiss headed the technical operations for MindMatics LLC in New York and Los Angeles. He holds a Master's Degree in Business Information Systems from the University of Paderborn in Germany.

mopay will be exhibiting at this year's Engage! Conference in New York City from February 16 – 17 at booth #55.

About mopay

mopay is one of the world's leading solutions for network provider-based billing of small amounts. The mobile payment solution is providing 3.3 billion people in over 65 countries a platform on which digital goods and services can be billed by SMS. Among mopay's customers are renowned portals from the gaming, community and contents sectors. mopay, part of the MindMatics group, has close to 100 employees at locations in Germany, Austria, the United Kingdom and the United States. For more information, visit www.mopay.com.

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