

FOR IMMEDIATE RELEASE:



Accept mobile payments

Launch of PayByPhone & SMS in Norway

Monday, 5th March 2007.

Merchants can now offer their digital products to the Norwegian market with the launch of Surfpin's PayByPhone and PaybySMS technology. With a choice of tariffs merchants can specify rates for a one-off purchase of digital content or even a monthly access of a website member's area.

Consumers call a premium rate line or SMS a short code and are issued an 8 digit number. The call lasts less than 1 minute and the SMS takes only a few seconds. The charge then appears on the consumer's usual telephone bill.

Launching in Norwegian has opened Surfpin's payment mechanisms to a whole new county of consumers.

It is part of our strategy to enable the whole of Europe to accept Surfpin payments thus increasing the total number of potential consumer's to 1 trillion globally.' says Nicholas Grubb, Marketing Director of Surfpin.

For more information about the Surfpin payment method please contact:

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About Surfpin

Surfpin is a secure payment method which enables customers without credit cards to purchase digital content and services quickly, safely and securely via their telephone. The Surfpin payment method is currently available to more than two billion people across 30 countries and in 15 different currencies, driving global e-commerce. Surfpin can only be used to pay for and access content suitable for all ages and protects the customer's identity. No personal information is required to make a payment, giving greater peace of mind for parents of younger users.

Businesses and consumers can find more information about Surfpin at <http://www.surfpin.com>