

**FOR IMMEDIATE RELEASE:**



Accept mobile payments

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## **Launch of PayByPhone in New Zealand**

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**Wednesday, 18th October 2006.**

Merchants can now offer their digital products to the New Zealand market with the launch of Surfpin's premium rate 900 numbers. With a choice of tariffs up to NZ \$50 merchants can specify rates for a one-off purchase of digital content or even a month access of a website member's area.

Consumers call a premium rate line and are given a short instruction of the service. They are then issued an 8 digit number. The call lasts less than 1 minute and the charge appears on the consumer's usual phone bill.

It is only natural that we have launched in New Zealand given our recent launch in Australia. Both countries are English speaking in the Asia region and offer a good base for successful clients to capitalize on. Our clients can now simply integrate once with Surfpin and benefit from excellent global coverage of English speaking territories.' says Jose Ramirez, 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>