

**FOR IMMEDIATE RELEASE:**



Accept mobile payments

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## **Surfpin Launches PayBySMS in France**

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**Thursday, 15<sup>th</sup> December 2007**

Merchants can now offer their digital products to the French market with the launch of Surfpin's 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 SMS a short code and are issued an 8 digit number. The charge then appears on the consumer's usual telephone bill. 'Launching PayBySMS in France has enabled many of our French customers to truly experience the power of mobile payments. In the past we have offered our PayByPhone service on French shores but with PayBySMS we are providing for a wider market.' says Sheetal Nehra, CEO 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>