

**FOR IMMEDIATE RELEASE:**



Accept mobile payments

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## **Surfpin Launches PayByPhone in Sweden and Finland**

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**Thursday, 15 November 2008.**

Merchants can now offer their digital products to the entire Scandinavian market with the launch of Surfpin's premium rate numbers. With a choice of tariffs 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.

'The go-live of PayByPhone in Scandinavia is vital to our continued expansion plans across Europe. We have opened up the market in these countries for the first time and expect to see a large increase in sales from these new territories.' says Nicholas Grubb, Marketing Director of Surfpin.

**For more information about the Surfpin payment method please contact:**

Nicholas Grubb  
Surfpin Ltd  
Tel : +44 (0)20 3370 3060  
Email : [sales@surfpin.com](mailto:sales@surfpin.com)

**Media enquiries should be directed to :**

James Beaven  
Indigo Pearl Ltd.  
Tel: +44 (0)20 8964 4545  
Email: [james@indigopearl.com](mailto:james@indigopearl.com)

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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>