

FOR IMMEDIATE RELEASE

Telepin Maximizes Mobile Money Transactions with Industry's First Single-switch Platform

Flexible, scalable Cayman Transaction Platform architecture enables operators to host all transactional services on a single platform; delivering superior ROI

Ottawa, CANADA; June 11, 2009 – Telepin Software, a leading provider of [mobile money transaction platforms](#), today announced the launch of its Cayman Transaction Platform, the most efficient and cost-effective way for mobile operators to control their distribution networks, maximize revenues from mobile financial services, and deliver innovative mobile financial applications. Telepin's flexible and scalable [Cayman Transaction Platform](#) enables a full suite of electronic, transaction-based applications for mobile subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitate P2P money transfers, allow for electronic bill payments, and more, using multiple channel interfaces.

Mobile money is one of the fastest growing market segments within the wireless space, with the GSMA estimating it at a greater than \$5 Billion global opportunity by 2012. However, with the growth of this market, particularly in unbanked areas of the world, operators are faced with numerous hurdles when it comes to delivering these services, including smart utilization of existing infrastructure and merchant distribution networks, fraud prevention, audit ability, and interoperability and compliance with existing financial systems.

Only Telepin offers a single platform for operators to provide [mobile money services](#) to their subscribers while also meeting the needs of financial institutions and their wholesale distribution network. "The Telepin Cayman Transaction Platform enables operators to host all transactional services on a single platform; delivering financial services end-to-end that satisfy banks and mobile operator requirements," said Telepin president Vincent Kadar. "The platform improves the capability to offer, seamlessly, new services to any subscriber base without the usual encumbrance."

Mobile operators using the Cayman Transaction Platform immediately maximize revenues. For example, with Cayman's eTopUp application and other transactional services, mobile operators realize a cost saving as high as 60% over using the traditional scratch-card or voucher based systems. Telepin's [eTopUp](#) and [mPayment](#) applications can be deployed and integrated over the existing POS, ATM and/or Public Cash and Payment Machines (PCPM) networks and gives operators unparalleled access to deliver products and services to thousands of installed POS terminals.

"By introducing transactional services such as P2P & bill payment, operators are introducing a direct revenue stream which has an indirect revenue influence tied to churn," said Kadar. "Telepin provides the power to control mobile money systems at a whole new level. Now operators can efficiently manage complex agent-dealer-retailer relationships and have full reporting on financial transactional services. Ultimately this maximizes revenue streams and creates loyalty among subscribers."

At the core of the Cayman platform is Telepin's Transaction Switch (TTS), providing a reliable architecture demanded by the telecommunications and financial industries for the processing of electronic payments. This unrivalled flexibility and scalability allows operators to configure any size of customized distribution network by creating a wide range of network typologies such as trees, meshes, and fully connected networks, etc.

Telepin's Cayman Platform includes a full suite of electronic, transaction-based applications including:

- [eTopUp](#) : Agents or subscribers perform electronic recharge for prepaid subscribers or self,
- [mBillPayment](#): Agents or subscribers offers bill payment service for post paid subscribers, or via their own bank account,
- [Wallet Cash In/Out](#): Agents perform Cash In and/or Cash out to/from subscribers' wallet,
- P2P: Subscriber to Subscriber transfer of money in form of airtime minutes, or wallet to wallet transfer of funds,

- [eVoucher](#): Agents sell printed recharge PIN of predefined denominations for prepaid subs,
- eLoyalty: Subscriber collects loyalty points on specific services such as (topup, transfer, etc.),
- mCommerce (via wallet or bank): Subscriber pays Merchants' account for goods using their own mobile,

To stimulate and influence behaviors for transactional service Telepin has also developed complimentary loyalty and reward based applications.

To date Telepin has enabled its transaction software to more than 70M mobile subscribers, and 210,000 merchants. Telepin customers include Djezzy (Orascom Algeria), Tunisia Telecom, Etisalat, and Claro. The company has also established global business partnerships with Fortune 500 companies.

Telepin will be taking part in the [GSM Mobile Money Summit](#) in Barcelona, June 22-25 2009 (booth #D6).

Pricing and availability available on request.

About Telepin Software

[Telepin Software](#) is a leading provider of mobile transaction platforms, providing mobile operators the most efficient and cost-effective way to control their distribution network, maximize revenues from mobile financial services, and deliver innovative mobile financial applications. Telepin's [Cayman Transaction Platform](#) enables a full suite of electronic, transaction-based applications for mobile subscribers to recharge their mobile airtime without the use of physical cards or vouchers, facilitate P2P money transfers, allow for electronic bill payments, and more, using multiple channel interfaces. Telepin's customer base includes tier-one operators in the Middle East, Africa, and the Americas. The company's combined direct and partner reach services the world. Telepin is completely self-funded, and has experienced tremendous growth in the past year with more than 6,000% growth in revenues. For more information, visit: www.telepin.com.

-30-

Media Contact:
Heather McCulligh

613-797-8949

hmcculligh@rogers.com