



News Release

For Immediate Release

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PayByCash® Expands Direct Debit Payment Option to Europe

Charlottesville, VA (July 8, 2008) - PayByCash® has rolled out a direct debit payment option for its online merchants and their customers in the United Kingdom, Spain, Austria, the Netherlands and Germany. PayByCash now allows European customers a safe and convenient way to pay for digital goods and services without a credit card by debiting checking accounts through Webbilling.com B.V., the leader in online direct debit billing in these countries.

“By accepting more than 70 payment methods, PayByCash allows online merchants to tap into the vast customer base that requires the ability to pay without a credit card,” said Kevin Higgins, CEO of PayByCash. “Direct debit is so popular in Europe that we are very pleased to expand our merchant clients’ pool of customers by adding this preferred payment method.”

About PayByCash®

PayByCash has been empowering non-credit card customers and the Internet businesses that want to reach them since 1998. PayByCash serves merchants who understand the importance of allowing any customer anywhere in the world to use the payment method they prefer, in their own currency, to buy digital goods and services online.

PayByCash® offers more than 70 payment methods with a global reach, typically with no transaction fee to the merchant. Most payment methods are not reversible. One straightforward integration gives merchants all the PayByCash payment options. PayByCash handles all foreign currency acceptance and alternate payment option support. For more information about PayByCash, visit www.paybycash.com/merchant/index.php.

About Webbilling.com B.V.

Webbilling.com B.V. has developed a solid foothold in the Direct Debit billing market over the last 11 years. Having successfully billed Hundreds of Millions of Euros in transactions over the

years via Direct Debit, Webbilling.com B.V. is the leader in Online Direct Debit billing in the United Kingdom, Spain, Austria, Germany and the Netherlands.