



FOR IMMEDIATE RELEASE

Contact: Michael Bauer
Telephone: (973) 616-5221
Cell: (862) 221-1299
E Mail Address: mbauer20@msn.com

A POWERFUL NEW FORCE ENTERS THE PREPAID PINLESS PHONE CARD INDUSTRY — INTRODUCING *DOLLARPHONE PINLESS*

Giving Agents/Retailers an Easier Way to Market Phone Cards, While Providing Consumers with
Enhanced Convenience at a Great Price!

Brooklyn, New York (April 11th, 2011)—Announced today is the creation of a new web-site entitled ***DollarPhone Pinless***, which can be found at www.dollarphonepinless.com. Specializing in providing agents/retailers with a technology that enables them to sign up customers in seconds, ***DollarPhone Pinless*** allows retailers to minimize their need to stock traditional phone cards, while securing for them additional revenue every time customers replenish their accounts.

According to ***Abe Greenfield***, President of DollarPhone Enterprise, “***DollarPhone Pinless*** will bring to our agents/retailers a unique partnership that leverages their current capabilities and relationships with customers. Among the services we will be offering our agents/retailers is the ability to sign up customers for an extended period of time. Not only will they earn sales when a customer is signed up at their location, but whenever the account is replenished through auto-recharge, or when the same customer visits the DollarPhone Pinless website to recharge. But the benefits don’t stop there. By minimizing the need to carry phone card inventory, retailers can minimize working capital costs and potential pilferage. And finally, whereas recharges were previously limited to those holding credit cards, any consumer can recharge their account with cash bringing in a whole new revenue stream to our retail partners”.

Consumers likewise will find even greater satisfaction when using the services of ***DollarPhone Pinless***. Besides obtaining international calling rates up to 90 percent lower than other plans, ***Elisha Hisiger***, Senior Vice-President Business Development at DollarPhone Enterprise sees other consumer benefits. “Unlike traditional competitive calling cards, there are no PINs, no maintenance fees, no expiration dates, and a real transparency as to what your phone rate will be. Consumers likewise have the capability to set multiple phone numbers to one account eliminating the need to dial a PIN from any of them, and have the option to set up speed-dials to their most frequently called destinations for added convenience. Additionally by having the ability to recharge and manage their accounts online, consumers will be able to top-up their balance in seconds anytime and anywhere!”

DollarPhone Pinless is “open for business” and is looking forward to providing an unparalleled experience for retailers/agents, and the ultimate consumer using their phone card services.

If you’d like more information on this topic or would like to schedule an interview with any member of DollarPhone, please contact Michael Bauer at (973) 616-5221. ***DollarPhone Pinless*** can be found on the web at www.dollarphonepinless.com.