

PayByCash™ Accepts cashU Internet Payment Cards, Extending Payment Options to the Middle East and Northern Africa

Charlottesville, VA (June 26, 2007) - Today PayByCash™ (Internet Payment Solutions, Inc.) announced it now accepts Maktoob's cashU internet payment cards for online digital merchants. CashU is the largest internet payment provider in the Middle East, and is available in 28 countries. With its nearly 70 payment providers, as well as acceptance of currencies throughout the world, PayByCash™ provides merchants global customer reach to over 230 countries.

Unlike the United States, customers in most countries do not use credit cards. Few cashU customers with credit cards use them for payment over the internet. CashU provides a **payment platform built upon current, sophisticated fraud prevention systems, reducing risk concerns of customers and merchants alike.**

PayByCash™, unlike credit card systems, does not require most merchants to pay any fees for accepting payments, nor are merchants subject to charge-back costs. PayByCash™ also provides alternate payment e-commerce integration at no cost to merchants.

About PayByCash™ (Internet Payment Solutions, Inc.)

PayByCash™ provides payment methods that allow people from all regions of the world to purchase family friendly digital internet content, typically with no transaction fee to the merchant. Most payment methods cannot be charged back. One straightforward integration gives merchants all the PayByCash™ payment options. PayByCash™ handles all foreign currency acceptance as well as alternate payment option support.

PayByCash™ has been empowering non-credit-card customers and the Internet businesses seeking to reach them since April, 1998. PayByCash™ connects merchants trying to take advantage of the Internet's global reach and consumers who want or need to pay without a credit card. Through PayByCash™, merchants gain the ability to easily accept new and constantly expanding numbers of payment providers. PayByCash™ is the best and easiest way to reach customers in areas of the world where credit cards are either not widely used or are viewed by customers and merchants as a costly and risky manner of conducting business.

About cashU

CashU was launched by Maktoob in July of 2002. The cashU card was born as a result of a survey demonstrating a clear need for an internet payment solution that tackled fraud and security concerns. It is now the largest internet payment solution in the Middle East, allowing customers to pay and transfer money online without risk of theft, fraud or dissemination of personal information.

Only 13% of Maktoob's customers consider credit cards a safe method for online payments. The cashU Card is a prepaid Internet payment card. It has provided the region a key, secure solution for e-commerce for customers and merchants.

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