



## **Euronet Worldwide Launches New Name and Brand Identity for Prepaid Division**

### ***The new brand 'epay' aims to unify prepaid subsidiaries under one identity***

LONDON, Jul 15, 2009 (BUSINESS WIRE) -- Euronet Worldwide, Inc. ("Euronet") (NASDAQ: EEFT), a leading electronic payments distributor, today announced the rebranding of its global Prepaid Division under the name epay. Previously operating under six different names worldwide, the change reinforces the distinct, but related strength of Euronet's Prepaid subsidiaries across all regions. The new identity will provide the Division with a worldwide retail brand that is known for quality service and consistent products.

Currently, Euronet's Prepaid Division is one of the largest international distributors of prepaid mobile airtime. The establishment of a single brand signifies the division's transformation from a prepaid mobile top-up distributor to a leading provider of payment services and technology. The credibility and success of Euronet's individual brands provide a strong platform for the newly created global brand to ensure the Division remains an exciting and rewarding partner for service providers and retailers worldwide.

The new epay logo design embraces existing strong elements from the logos of its parent company and sister subsidiaries to create one distinct, yet synergistic brand that stands for professional, innovative and spirited values. The design is channeled toward creating a visual impact in a crowded retail space.

"Our new name, epay, now unites all of our best-in-class companies under one brand to further promote our position as the leading worldwide payment and cash collection network provider," said Gareth Gumbley, Euronet senior vice president and managing director, epay Division. "Just as our business strategy has evolved over the years to meet the needs of our customers, so must our brands. The new brand identity is a reflection of that evolution to deliver brand leadership and enhanced value to our customers. It brings together our successful elements -- local market knowledge, operational expertise and international distribution reach -- required by multinational retailers and global consumer brands."

Several Euronet prepaid subsidiaries already carry the epay name. The remaining companies: PaySpot, Telerecarga, Movilcarga, Brodos and Transact will now adopt the new branding. Working with some of the world's largest retailers and consumer brands, Euronet's prepaid division has experienced tremendous success within the prepaid industry. The new identity affirms the company's commitment to leading innovation in the 'e' payment market while providing a platform for further growth and expansion.

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### **About epay**

epay, a Division of Euronet Worldwide, Inc. (NASDAQ: EEFT), is a global business with a retail network of approximately 227,000 locations across a number of international markets including the UK, Germany, Spain, Italy, Australia, New Zealand, USA, Poland, Romania, Austria, Switzerland and Ireland. epay enables service providers to deliver electronic payment products and services to consumers through an extensive worldwide retail network. epay's proprietary payment technology is backed by

a cash collection service that manages the payment of funds back to the service providers and a range of marketing solutions to assist both the retailer and service provider to maximize their sales opportunities.

In 2008 epay processed over 700 million payment transactions with a total face value of \$11 billion. epay's product portfolio includes top-up or recharge services for prepaid mobile airtime, prepaid debit cards and e-wallets; payment services for bills, road tolls and money transfer; and marketing and distribution services for gift cards, digital content and transport tickets. epay's commitment to customers is supported by a strong roadmap of innovative new e-payment products to bring to market. epay's corporate headquarters is located in London, United Kingdom. For more information, please visit the company's Web site [www.epayworldwide.com](http://www.epayworldwide.com).

### **About Euronet Worldwide, Inc.**

Euronet Worldwide is an industry leader in processing secure electronic financial transactions. The Company offers payment and transaction processing solutions to financial institutions, mobile operators and retailers which include comprehensive ATM, POS and card outsourcing services; card issuing and merchant acquiring services; software solutions; consumer money transfer and bill payment services; and electronic distribution for prepaid mobile airtime and other prepaid products. Euronet operates and processes transactions from 42 countries.

Euronet's global payment network is extensive -- including 9,205 ATMs, approximately 56,000 EFT POS terminals and a growing portfolio of outsourced debit and credit card services which are under management in 24 countries; card software solutions; a prepaid processing network of approximately 421,000 point-of-sale terminals across approximately 227,000 retailer locations in 20 countries; and a consumer-to-consumer money transfer network of approximately 77,100 locations serving more than 100 countries. With corporate headquarters in Leawood, Kansas, USA, and 35 worldwide offices, Euronet serves clients in approximately 140 countries. For more information, please visit the Company's Web site at [www.euronetworldwide.com](http://www.euronetworldwide.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6004802&lang=en>.

SOURCE: Euronet Worldwide

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