

Cash processor Ukash goes live with NATS 3.0



London, 17th September 2010 – Ukash, the world's fastest growing online cash-payments company, has gone live with NATS 3.0 thereby allowing affiliate programs powered by TooMuchMedia's flagship product to start accepting cash as an additional payment method.

With presence across the UK, mainland Europe, South America, North America, Australia, China and South Africa, Ukash is already a major processor within the online gaming and VoIP space. Issued at over 420,000 physical issuing points around the world, Ukash is now expanding its reach within the adult entertainment sector to bring its cash solution to online operators which allows consumers to pay by cash for online products and service.

"We believe that our solution will prove popular with both end-users and affiliates alike" commented Ukash's CEO Mark Chirnside. "We cater to both the digitally savvy and the digitally nervous to provide a seamless, anonymous and secure transaction online for the consumers and the operator."

As a completely safe and secure payment method, Ukash vouchers appeal to the large unbanked community and those who fear online fraud. Since transactions are cash based, the threat of repudiations and charge-backs for merchants is eliminated.

About Ukash ®

Ukash ® is the fastest growing global e-commerce payment solution to enable consumers from anywhere in the world to shop, pay and play online safely using cash. Ukash is a secure payment method developed to protect personal identity and financial information when making online transactions; eliminating the threat of credit and debit card fraud for consumers and repudiations and charge-backs for retailers.

Established in 2001 under the holding company Smart Voucher Ltd, Ukash has grown to more than 420,000 physical points of purchase around the world. In 2008, Ukash ® established a strategic partnership with South African payments giant Blue Label Telecoms – part owned by Microsoft, to develop the brand's services.

Ukash ® is regulated by the UK Financial Services Authority (FSA) and operates as one of only a small number of Electronic Money Institutions, a status that allows a single maximum online cash payment transaction of up to £500/€750.

Uniquely numbered Ukash ® vouchers are available through payment terminals in retail outlets across Europe, South Africa and Australia and are also issued online from the company's website in selected European territories.

The technology behind Ukash is protected by patents registered across the Smart Voucher database and functionality and is, as such, protected by Patent Law in all the major economies of the world. Ukash ® is a registered trademark of Smart Voucher Ltd.

For more information please visit www.Ukashbusiness.com