

Subscribe by Mobile Phone

Budapest, November 13, 2008.– We can now subscribe to some 35 magazines and newspapers, published by Axel Springer-Budapest Publishing Ltd., by telephone, using iziSHOP's mobile shopping service.

Axel Springer-Budapest Publishing Ltd. and Hedz Ltd. have joined together to allow us to subscribe to our favorite magazines using our mobile telephones. Any mobile telephone user can access iziSHOP's new online shop, which offers subscriptions to some 35 different magazines and newspapers right from the telephones menu, without needing pre-arranged contracts, nor topping up pre-paid phone cards, as all payments are made using bank cards.

To use the service, we must enter the iziSHOP application on our telephone. Then choose the *Subscription* menu topic to access the thematically organized list of magazines and newspapers. After choosing the desired magazine and the length of the subscription (3, 6 or 12 months), we must complete the postal information, which is automatically saved in our telephones, thus making future subscriptions faster. Payment is made by providing the information for a Visa or MasterCard type bank card, or by entering your iziSHOP PIN code. The transaction takes only a few seconds. If desired, iziSHOP will send a free text message to let the client know when the subscription is nearly up, allowing time for a renewal.

New users can download the iziSHOP application by sending the code word "izishop" in a base-rate text message to 06 70 70 60 500. Within 2-3 minutes of sending the message, the application will be available to download onto the telephone and then shopping can begin. Payment security is guaranteed by iziSHOP's banking partner, CIB Bank, using the highest quality banking technology. As part of its user-friendly interface, it is sufficient for the user to provide bank card information only once, as it is stored in safe, encoded form in the telephone guarded by an iziSHOP PIN code, which is all the user need provide for future transactions.

Available since last April, iziSHOP allows users to purchase highway vignettes, parking passes, concert tickets, travel insurance and restaurant bills, as well as online shopping via their mobile telephones. Payments made via iziSHOP do not have added service charges or text message fees. The only additional cost is that of the GPRS connection, which is usually only a few forints, but depending on the user's mobile telephone tariff package, may even be free. This service, which is one of a kind in Europe, is available to foreign users as well. At present, iziSHOP's continually expanding palate of services and information can be accessed in Hungarian, English and German (for more information see: www.izishop.eu, wap.izishop.eu).

Axel Springer-Budapest Publishing Ltd. – www.axelspringer.hu

Axel Springer-Budapest Publishing Ltd. is a subsidiary of the German Axel Springer Verlag AG Publishing Company. Axel Springer began producing Hungarian publications in 1989, starting with a single tv guide (tvr-hét) and a magazine (Lakáskultúra). In the last decade, the company has grown dynamically and Axel Springer is now the country's largest and most modern publishing company. Producing more than 100 publications, covering most areas in print media, they are the market leader, with a monthly circulation of nearly 12 million publications and over 43 million readers. In the past few years, the company has increased its focus towards internet media and presently has 27 internet sites.

Hedz Hungary Ltd. – www.hedz.eu

Hedz Ltd. is a software technology company specializing in unique mobile payment and mobile banking applications. They provide public utilities, insurance companies, financing and banking institutions, as well as other service providers, with mobile telephone-based electronic channels which help increase company efficiency and customer service. Hedz' main products include the *hmb* mobile banking solution, *iziSEC* a highly secure authentication system, as well as *mo-bill*, a bill payment service developed for public utilities and *iziSHOP*, a unique application designed for shopping with a bank card via mobile telephone.

CIB Bank - www.cib.hu

CIB Bank is a member of Italy's largest banking group, Intesa Sanpaolo. In its 30 years of service, it has developed from an exclusively corporate bank to becoming Hungary's second largest commercial bank, providing complete commercial and investment services to corporations, governmental agencies, companies and private clients. CIB is not only a bank, but a banking group, which includes a leading leasing company and successful investment enterprises. CIB Bank considers the development and support of innovative solutions to be of prime importance, thus are pleased to be Hedz Hungary Ltd.'s banking partner.

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