

Car Park Fee Payments by Bank Card via Mobile Telephone

Budapest, November 15, 2007 – iziSHOP mobile payment service now includes a new application, which allows users to pay for parking using their bank cards, but via their mobile telephones. The new service was announced by EZPark Ltd, along with its partners, Hedz Hungary Ltd. and Inter-Europa Bank.

The new parking payment application offered by iziSHOP mobile payment service has been implemented by one of Budapest's leading parking garage operators, EZPark. This payment method is unique as it doesn't require a pre-paid telephone card, nor do the charges appear on the telephone bill. Instead, iziSHOP shoppers use their Visa or MasterCard bank cards to pay for services.

By simply sending a base-rate text message, the iziSHOP application can be downloaded to a user's mobile telephone in a matter of minutes. Once the application is part of the telephone's menu, it can be used at any time for a variety of services, including the payment of parking fees. With this new system, the user doesn't need to pay at the automated parking machines; instead, the payment can be made by mobile telephone upon leaving the parking garage. To do this, simply choose the iziSHOP application on the telephone's menu, click on Parking, then enter the car plate number. Immediately the user will receive a message regarding the parking fee. To pay, the user's bank card data must be provided to the iziSHOP application. The data is safely stored within the application, so that upon subsequent uses it is sufficient to use the user's PIN code and payment will occur within a matter of seconds. By the time the car reaches the garage exit, the cameras will have received the information that the payment has been made and the barrier will open automatically. "Our company has always placed innovation and the comfort of our clients as a priority. Joining the iziSHOP payment system has been an important step in this direction," commented Tibor Kugel, EZPark Ltd.'s managing director.

Payment of parking fees is the fourth application to be offered by iziSHOP since its inception this past April. Payment of medical visit fees, service-charge free purchase of highway vignettes, as well as the purchase of InterTicket theatre, concert and events tickets are already available and numerous new applications are expected in the near future. This unique "mobile shopping" service can be used by foreigners as well (for more information see: www.izishop.hu, wap.izishop.hu) and is presently available in English and German, as well as Hungarian. The iziSHOP service operator, Hedz Ltd, works in cooperation with Inter-Europa Bank, which, as of January 1, 2008, will be an affiliate of CIB Bank.

Hedz Hungary Ltd. – www.hedz.hu

Hedz Ltd. is a software technology company that has specialized in the development of mobile payment and mobile banking applications. Hedz offers public utilities, banks and other services the opportunity to increase their effectiveness through the creation of mobile telephone-based electronic channels. The company's primary products for banks include the HMB mobile banking system and the strengthened authentication program iziSEC. Public utilities can make use of moBill, a system for paying bills via mobile telephone and iziSHOP offers a unique service in Europe, whereby shoppers can purchase travel and entertainment services over their mobile phones, while paying by bank card.

EZPark Ltd. – www.ezpark.hu

EZPark Ltd. operates a network of parking garages throughout Hungary. As their name suggests, they offer numerous innovative services to their customers to make parking "easy", such as automatic, non-stop parking for parking place renters and chauffeur services. They are also developing, in association with Hungary's largest bicycle rental a P+B (Park and Bike) service, whereby vehicles are parked safely and at low-cost, while users maintain their mobility.

Inter-Europa Bank – www.ieb.hu

Inter-Europa Bank is a bank group member of Italy's leading banking institution, Intesa Sanpaolo. Last year, the bank won the Year's Most Innovative Bank and the Year's Investment Broker titles. Inter-Europa Bank has played a leading role in the development and support of the e-business market in Hungary. In 1999, it was the first bank to offer safe, online payment transactions, which provides the framework for the largest, local e-businesses services. As of January 1, 2008, Inter-Europa Bank is an affiliate of the country's fourth largest bank, CIB Bank, and will continue to function using the CIB Bank name.

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