

Vesta Corporation & Mobiun Partner to Launch New Mobile Top-Up Application

Prepaid Customers Can Easily Top-Up Directly Through Their Mobile Handset

Dublin, Ireland — February 6th, 2009 — Vesta Corporation, a pioneer and global leader in virtual payment solutions, has partnered with Mobiun to develop a mobile application that allows the prepaid customer to top-up their account directly through their handset wherever they are, whenever they want.

The top-up application allows full customization of the user interface for each operator, and is supported on over 700 handsets. The technology supports dynamic content and can be updated with new tariff and customer offers in real-time or at scheduled times, and supports all major languages and character sets.

The application allows a customer to quickly complete a top-up transaction using a credit card, debit card or bank account on file, and also enables the gifting of credit to another prepaid phone. Vesta's expertise in top-up payment processing, fraud detection and integration with billing platforms allows for a seamless, real-time transaction. This results in increased convenience for the consumer, and increased revenue for the mobile operator.

“Because of the simplicity and 24/7 availability, we've found that customers using these handset-based top-up channels consistently deliver the highest ARPU for mobile operators,” says Lorcan Burke, Vesta's Vice President, European Sales and Marketing.

Tom Montgomery, Mobiun's CEO adds, “We are delighted to combine our mobile application expertise with Vesta's industry-leading mobile top-up services to deliver a truly market defining product.”

In addition to the handset application, Vesta works with top mobile operators worldwide to enable electronic top-up transactions via SMS, USSD, WAP, IVR, Web, and through automated services like scheduled and low-balance top-up.

Vesta Payment Solutions

Headquartered in Portland, Oregon, with operations in Europe and China, Vesta has been a pioneer and worldwide leader in electronic payment solutions since 1995. Vesta has established long-term, successful relationships with leading international companies including AT&T, Boost Mobile, China Mobile, China Unicom, Ericsson, Meteor Mobile Communications, Payzone, Sprint, T-Mobile, Tele2, and Verizon..

Mobiun

Mobiun with Headquarters in Dundalk, Ireland designs and supplies mobile phone applications for a wide range of handsets, including Nokia, Samsung, Motorola, LG, Sony Ericsson, Blackberry, Windows Mobile & iPhone. Mobiun's applications are focused on, Cost Management, Pre-Pay Top-Up, Device & Data Management and Mobile to Network application Synchronization .