

Intercash to Showcase Payment Solutions at The Amsterdam Affiliate Conference

Intercash Europe Ltd. is a leading provider of global electronic payment solutions and online transaction services specializing in the prepaid industry. Intercash will be on display at The Amsterdam Affiliate Conference (formerly called CAP Euro: Amsterdam) from April 30th to May 3^d.

Montreal, April 25, 2009: Intercash Europe Ltd. will be on display at The Amsterdam Affiliate Conference (AAC). This event is set to attract some of the biggest names in the industry. Attendance is expected to be at an all time high as the AAC has opened its admission policy to encourage new affiliate attendees by opening its doors to all iGaming affiliates, eliminating the requirements of CAP Forum membership as a prerequisite for free attendance.

Intercash plans to readdress common concerns merchants and affiliate managers' encounter. CEO of Intercash Europe Ltd. Patrick Seguev states "This is another great opportunity for Intercash to show affiliate managers and merchants how powerful our MasterCard solution is." The MasterCard® prepaid solution is a mainstream product offered to the e-commerce world and Intercash is introducing it to the gaming and affiliate industry. Merchants and operators are now able to issue payments distinctively to both affiliates and players. Seguev goes on to state "With our system companies are able to reduce their overhead costs in issuing payments via cheque or EFT. Our prepaid MasterCard® solution is fast, convenient, and international."

Given the many issues operators have in issuing payments to their players, having a system in which players could withdraw winnings directly to their card 24/7 will be appealing to gaming operators. Intercash is excited to be displaying at the Amsterdam Affiliate Conference because it has also created a prepaid card payout solution, specifically catered to benefit affiliate marketers. This payment method enables affiliates to receive their commissions directly onto a physical prepaid MasterCard®. "At the last conference we unveiled a system to bring new merchants onboard with no hassles, this time we're in the position to offer the same. Merchants and affiliate managers who missed the opportunity last time to get setup without any cost will be able to do so this time around. All setup costs and the minimum card order will be waived. Merchants will have free access to the Intercash platform and get to issue a limited number of cards to their members."

With their MasterCard® payment system, affiliates and players have the option to login to their account from anywhere in the world. All they need is a PC with internet access. They could then go ahead and withdraw funds directly and instantly. "Now they don't have to wait for EFT's to clear because the payments appear instantly on the card." adds Seguev.

"We fundamentally believe that the future of affiliate payments will be prepaid cards. There is no faster way to issue payouts period. Our prepaid MasterCard® solution offers cardholders instant and global payments which players, affiliates and managers desire in addition to the benefits that the MasterCard® brand offers."

Intercash will be available at booth E26 throughout the AAC

For more information on Intercash, please visit them at www.intercash.com or www.cardportal.com.

Company Info:

Intercash is a leading provider of global electronic payment solutions and online transaction services, specializing in the prepaid industry. With the power of innovative technology and a state of the art web based user interface, their top-of-the-line services facilitate global cash management for companies worldwide. Building on their experience, they have extended the banking business across frontiers and denominate payments in multiple forms and currencies. Intercash pioneered the prepaid card industry in Canada, and have had extensive experience deploying card programs and payment services for corporations throughout the world.

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