



INTERCASH & TRANSEND PARTNER TO PROVIDE FIRST MASTERCARD PREPAID GAMING CARD IN EUROPE

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Intercash and TransSend are co-brand partners and programme managers of this card programme. The MasterCard family brings with it a host of globally recognised payment products, compatibility, brand visibility and security.

Winnings are loaded instantly onto the card providing customers with quick and easy access to funds. The card offers the same functionality as any MasterCard branded card. Users can withdraw cash at 1 million ATMs worldwide, make point of sale payments at over 24 million accepted locations or use the card to make secure transactions online.

Richard Jones, CEO of TransSend, comments: "The gaming sector has been crying out for a secure, reliable and globally recognised prepaid card solution. We are delighted to be the first provider to be given with approval to issue MasterCard gaming payout prepaid cards."

The benefits for gaming companies include a reduction in costs in terms of cheque payouts and bank transfer fees, as well as access to a new revenue stream. Prepaid cards increase customer satisfaction, comfort and loyalty by providing instant access to winnings. This makes customers feel safe and secure and boosts customer loyalty by providing a product that customers can use on daily basis.

Richard Jones continues: "Prepaid cards are ideally suited to the gaming sector and will bring a host of benefits to the industry. Gaming companies are marketing heavily into Europe at the moment and we therefore expect substantial interest from the industry in this product, as it is the first MasterCard approved prepaid card programme."

Patrick Seguev CEO at Intercash, said: "We are excited to be working in partnership with TransSend to provide a pioneering and market-leading prepaid product for the gaming industry. Our partnership brings together our mutual expertise and experience to offer companies a prepaid card provider that they can trust."

The Intercash TransSend partnership provides a prepaid card solution with proven processing technology and brand recognition that companies and their customers can trust. Businesses partnering with Intercash TransSend will benefit from the Intercash specialist card management system and the strong partnerships TransSend has in place with several of the world's leading processors. Prepaid card programmes can be tailored to meet a company's specific needs.