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epay Announces Availability of New Gift Card Center

LEAWOOD, Kan.--(BUSINESS WIRE)-- epay, a division of Euronet Worldwide, Inc. (NASDAQ: EFFT) and a leading prepaid and payments processor and distributor in the U.S., today announced the launch of a new epay Gift Card Center, which is now available to retailers in time for the holiday season.

epay's Gift Card Center showcases over two dozen national brands, including a blend of "mall" cards and online/catalog gift cards. By offering these cards, retail stores benefit from opportunities for additional sales and solidify their role as a "one-stop-shop." Gift card issuing merchants benefit from epay's large national distribution network of over 50,000 retail locations and low cost of entry into the gift card space.

The epay Gift Card Center appeals to a wide audience because of its variety of cards, including epay's Visa[®] gift card, which can be used everywhere Visa debit cards are accepted; merchant gift cards such as Columbia Sportswear, Overstock.com, Omaha Steaks[®], Great Clips, Showcase Cinemas, Regal Entertainment Group, Elektra de Mexico and Coldwater Creek; and content such as epay Dining Deals, an online portal with access to nationwide coupons for both restaurants and grocery. The new offering complements epay's growing list of entertainment cards, which includes paysafecard, Canta y Llama, Microsoft Points and Xbox LIVE Membership. A mix of PIN-on-receipt, which gives the consumer a "green" alternative to an actual card by providing them with a PIN that can be redeemed online, and traditional physical gift cards are available.

"Gift cards have seen double digit growth over the past few years, with a large percentage of sales occurring during the holiday season," said Matt Waldie, Managing Director, epay U.S. "We are very excited to have established direct relationships with these card issuing merchants in time for the 2012 holiday season, allowing us to provide a diversified, appealing gift card offering to our retailers and, in turn, the consumer."

Additional cards will be added in Q1 2013 and thereafter. Merchants interested in adding their gift card(s) to epay's Gift Card Center are encouraged to contact Brian Hesse at 913-327-4252 or bhesse@epayworldwide.com.

About epay

epay, a division of Euronet Worldwide, Inc. (NASDAQ: EFFT), is a global prepaid product provider and distribution network — enabling service providers to maximize the sales of their products and services. epay delivers innovative and tailored electronic payment, cash collection solutions including POS systems integration, a full settlement and reporting service and full marketing and distribution service support.

The epay product portfolio includes prepaid mobile top-up, prepaid long distance, prepaid debit cards, e-wallets, gift cards, digital music and other content, lottery, bill payment and money transfer through its sister company, Ria, and transport payment solutions including road tolls and public transport.

epay delivers these products through a worldwide network of approximately 631,000 points of sale at approximately 304,000 retailer locations across a number of markets including Australia, Austria, Brazil, France, Germany, India, Ireland, Italy, New Zealand, Poland, Romania, Spain, Switzerland, the UK and the US. Visit www.epayworldwide.com for more information.

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