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epay Launches Ria Branded PINless Calling Product

LEAWOOD, Kan.--(BUSINESS WIRE)-- epay, a division of Euronet Worldwide, Inc. (NASDAQ: EEFT) and a leading prepaid and payments processor in the U.S., in conjunction with its sister company Ria Financial Services (Ria), announces the launch of "Ria PINless Calling." The product is currently live in more than 42,000 epay locations across the U.S., with Ria locations scheduled to add the product to their U.S. network in phases this summer.

Unlike traditional prepaid phone cards, with Ria PINless the prepaid account is automatically detected when calling from a registered telephone number, enabling customers to make international calls without the need to enter a PIN. In addition, the user receives some of the most competitive rates in the industry, no hidden fees, and value added features like registering unlimited phone numbers - thus enabling more than one phone or family member to access the account - as well as speed dial so they can quickly call their most frequently dialed international phone numbers.

"Our key focus was to offer a product that is second to none in quality and features with industry-leading consumer rates," said Matt Waldie, Country Manager, epay North America. "We understand the industry and the growing need for this product in the market. We see how valuable this product is to both retailers and consumers — many times they are one and the same - and we've received great customer feedback since the launch of the product."

Distinguishing product features include a \$2 free trial for all new customers, a \$5 bonus to the customer's account for each referral they provide who signs up for the product and the association with Ria — a well-established, trusted brand name in international transfers. Consumers can visit www.riapinlesscalling.com for support, rates, FAQs and other information. Retailers interested in carrying the Ria PINless Calling product can visit www.epayworldwide.com/riapinlessslid for details and contact information.

About epay

epay, a Division of Euronet Worldwide, Inc. (NASDAQ: EEFT), 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 607,000 points of sale at approximately 294,000 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.

About Ria Financial Services

Ria Financial Services, a Division of Euronet Worldwide, Inc. (NASDAQ: EEFT), was founded in 1987 and today is the third-largest money transfer company in the world, with a global network of 155,000 locations in 136 countries on 6 continents. In addition to money transfer services, Ria offers bill payment, mobile top-ups, prepaid debit cards, check cashing and money orders.

Ria is committed to bringing payment convenience to its customers and to millions of people who have not had it before and strives to offer service excellence and the most competitive and reliable remittance payment services to the world.

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