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epay Brazil Launches Terra Gift Cards at GPA

SÃO PAULO--(BUSINESS WIRE)-- epay, a division of Euronet Worldwide, Inc. (NASDAQ: EEFT) and a global provider and distribution network of prepaid products, has announced the retail launch of the "Sonora" and "Sunday TV" gift cards from Terra, the largest online media company in Latin America. The launch at Grupo Pão de Açúcar (GPA), Brazil's largest retailer, marks the first time the Terra gift cards are available in a retail environment. epay is the processor for the point of sale activated (POSA) cards.

Sonora is the largest streaming music service in Latin America, enabling consumers to download MP3s to any device, and Sunday TV provides premium video on demand (VOD) content. Previously, Terra only sold subscriptions online and at temporary mall kiosks with credit cards as the only accepted payment method. The partnership with epay opens a new sales and distribution channel to Terra that increases the exposure of its brand, reaches new customers, creates loyalty and empowers consumers to have a new shopping experience for fun and online entertainment.

Customers can now purchase a physical Terra gift card at a GPA location with cash, and then make an online redemption on the Terra website. epay is responsible for processing the transaction at the point of sale, and also worked closely with Terra throughout the entire process to launch the content, including the production and distribution of cards at the store level.

"epay is a pioneer in the Gift Card Mall category in Brazil," said Ronie Piovezan, Business Development Manager, Terra. "When the decision was made to launch our product in the retail environment we knew epay, with its major retailer connections, experience and superior technology, was the right partner for us."

"Terra's music and VOD gift cards are an ideal addition to epay's suite of gift cards," said Carlos Henrique Pegurier, Managing Director, epay Brazil. "Approximately 100 million people visit the Terra website on a monthly basis; we are excited to help Terra boost that number as we enable their entrance into the retail market and reach customers they've been unable to touch until now."

The Sonora and Sunday TV gift cards are initially available in 34 Extra Hiper and 4 Pão de Açúcar stores, with plans to expand into all GPA stores and formats (Extra Hiper, Extra Super, Mini Mercado and Pão de Açúcar) by the end of 2012. Content providers and retailers interested in partnering with epay should contact Carlos Pegurier at +55 (11) 5213 1015 or cpegurier@epaybrasil.com.br.

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 617,000 points of sale at approximately 297,000 retailer locations across a number of markets including Australia, Austria, Brazil, France, Germany, India, Ireland, Italy, New Zealand, Poland, Romania, Spain, Switzerland, the U.K. and the U.S. Visit www.epayworldwide.com for more information.

About Terra

Terra is a leading global online media company that monthly reaches approximately 100 million visitors with entertainment, sports, and news content across multiple platforms in three different languages (English, Spanish and Portuguese) in 19 countries across three continents. Chosen one of the "2011 Most Innovative Companies" in the world by magazine *Fast Company*, Terra is one of the 30 top digital media companies in the world and maintains a strong presence in the United States

as well as in key-markets such as Brazil, México and Spain. Over its 12-year history, Terra's internationally renowned products, including Sonora and Sunday TV, as well as live broadcasting of sports major events such as the Olympic Games, have revolutionized the way consumers find and enjoy digital content.

About Grupo Pão de Açúcar

A pioneer in the retail food sector in Brazil, Pão de Açúcar Group is the largest distribution company in South America. To ensure performance in the market and meet the needs and expectations of consumers in Brazil, the Group has a multi-format structure with more than 1,800 stores operating under different business models, namely: supermarkets (Pão de Açúcar, Extra Supermercados), hypermarkets (Extra Hiper), proximity stores (Minimercado Extra), durable goods stores (Ponto Frio, Casas Bahia) and cash&carry (Assai Wholesaler).

epay
Carlos Pegurier, +55 (11) 5213 1015
cpegurier@epaybrasil.com.br

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