



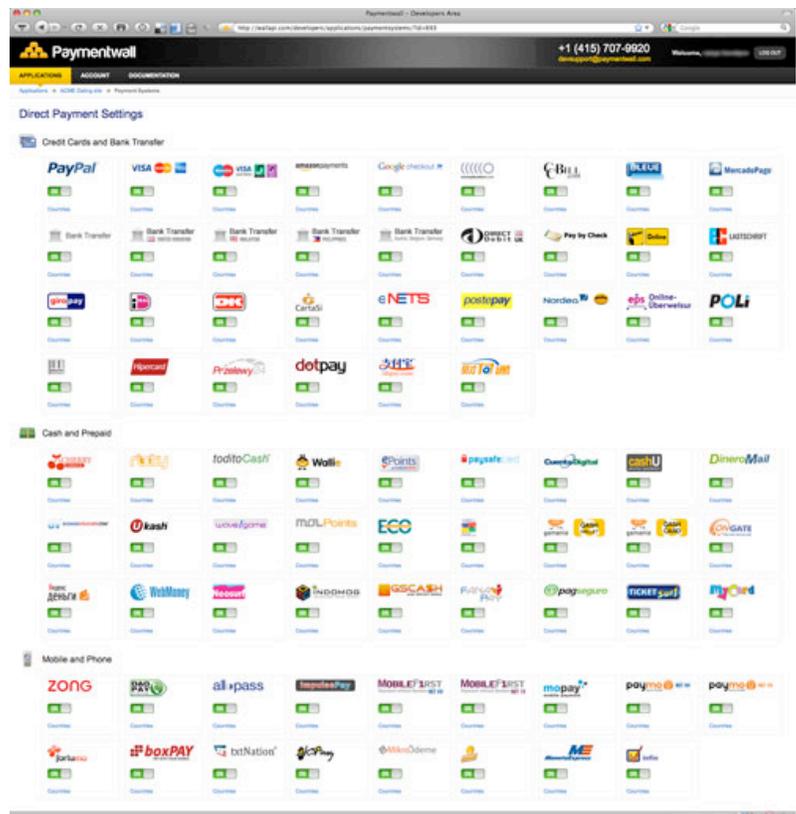
Paymentwall adds 75th direct payment option and announces new offices in Germany and Turkey.

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SAN FRANCISCO, CA July 18, 2011 - While several monetization platforms ceased their services following the July 1st Facebook Credits transition, Paymentwall Inc. has grown by adding their 75th payment option, signing on new merchants as well as payment partnerships in China, Brazil and Russia. Paymentwall announces today, in the coming months two new local offices in Germany and Turkey to better serve their world-wide clientele.

CEO of Paymentwall, Inc., Honor Gunday comments on the monetization market conditions: “A lot of payment companies serving the gaming space were heavily VC funded and relied extensively on Facebook. Many companies in the monetization space, pivoted, pivoted and finally gave-in on their hopes of survival after July 1st. This left developers that were outside of Facebook without a way to monetize their virtual currency, digital goods or subscriptions causing significant decline in revenue for them. So now we open our arms to developers who not only want to recover but also increase their monetization drastically, sustainably and with full transparency.”

Through one simple integration, Paymentwall provides developers easy two-click credit card payments, 75 local payment options across the globe as well as CPA advertising offers. The company’s world-wide coverage of payment options allows users around the world access to local payment options, local credit card processing and local offers from brands they recognize, all presented in their local currency and language. Paymentwall processes more than 50 currencies and localizes the product in 20 languages. Some developers reported a tenfold increase in monetization in South East Asia, Turkey and Brazil due to Paymentwall’s payment options. In the Western European countries such as Germany, France, Italy and



Spain, due to optimization of popular local payment options, better rates and usability improvements of the payment flow, partners experienced a 30 percent increase on both stand-alone game sites as well as on local social networks.

About Paymentwall Inc.

Paymentwall is the next generation solution for global monetization of digital content, virtual currency, virtual goods as well as subscriptions. Paymentwall makes online buying easy for users in more than 200 countries in regions such as: South East Asia, Latin America, USA and Canada, Western Europe, Turkey, Arabic-speaking countries, Russia and CIS countries, Eastern Europe, as well as China. Paymentwall currently provides monetization services to over 1000 publishers. Paymentwall is privately funded with offices in San Francisco and Kiev. More information can be found at www.paymentwall.com.

More information on 2-Click Payments: www.paymentwall.com/en/publishers/two-click-payments