

CashPay Payment Solution Enhanced with Addition of Google Checkout

St. Gallen, Switzerland, June 29, 2011 – CashRun, a leading provider of e-commerce fraud management and global payment services, has successfully integrated Google Checkout into CashPay, the solution to consolidate localized payment options into web shops. This latest addition will enable CashPay merchants based in the United States and the United Kingdom to offer a new and exciting payment method to their customers worldwide.

With the recently-added account, existing and potential e-merchants can benefit from both CashPay's easy funds management and exchange rate monitoring, while branding their web shops with Checkout's badge, globally recognized by customers as a fast and secure way of conducting online shopping. Actively supported by Google's Product Search, e-merchants deploying Checkout can expect a considerable increase on their online sales, while enjoying the advantages of CashPay solution.

CashPay is CashRun's simplified solution to consolidate diverse payment methods into one single interface, which empowers e-merchants to manage their funds and monitor risk associated with multiple currencies business. The aforementioned addition offers CashPay merchants a new way to enlarge their customer base and increase visibility of their online business, which consequently leads to revenue growth. Once again CashPay has proven its ability to meet latest market needs and requirements.

About CashRun Group – www.cashrun.com

CashRun was established in 2007 with the objective of supporting businesses' needs for effective and affordable online payment solutions. Since establishment, CashRun has had tremendous success with key industries that are sensitive towards fraud, and continues to be at the forefront for solutions centering around online e-commerce. With strong global presence and partnerships, CashRun supports businesses to develop firmly their core competencies, protect as well as maximize their revenues and growth, and minimize the risks credit card fraud presents to their operations.

About Google CheckOut – <https://checkout.google.com>

Google Checkout is a fast, secure checkout process that helps increase sales by bringing e-merchants more customers and allowing shoppers to buy quickly and easily with a single login. Heavily linked with Google Product Search, Checkout helps e-merchants turn more traffic into paying customers, while assuring a free comprehensive fraud protection which guarantees 98% of orders on average. Google Checkout is estimated to convert 40% more sales to users, by proactively filtering out potentially fraudulent orders.

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