

CASHRUN UNVEILS STRATEGIC PLAN TO REINFORCE PRESENCE IN CHINA

St. Gallen, Switzerland, June 15, 2011 – CashRun, a leading provider of e-commerce fraud management and global payment solutions, announced today a new Strategic Plan to increase its presence in China, and position the company as a prominent and reliable partner in the country’s e-commerce sector.

As part of its expansion plans, CashRun opened a new office in Shanghai in December 2010 in order to assess the country’s extensive e-commerce market potential. “The tremendously positive response of local e-merchants to our innovative solutions make it fundamental to implement further action to assist our growing portfolio of Chinese merchants and reinforce our brand in such a relevant market” stated Justin Lie, Managing Director of CashRun Group.

The Strategic Plan is revealed mere weeks after CashRun signed its latest Referral Agreement with long-standing partner 99Bill, one of China’s largest payment service providers, aimed at strengthening their mutual partnership and facilitating secured online credit card transactions.

The Strategic Plan includes guidelines to channel communication with merchants through a redesigned website, which will be adapted to the local needs; and business actions aimed at incrementing the company’s current partner network and at intensifying in-house training of the local team to better serve potential and existing customers.

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 CashRun China – www.cashrun.com/zh

CashRun opened its first subsidiary in Shanghai under the Chinese incorporated business name 铠世宝 to assess market opportunities in China and reinforce the extensive financial networks linking CashRun’s solutions. The office successfully provides critical support and delivery world class payment and fraud protection solutions to an increasing number of e-merchants.

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