

## **MEDIA ALERT**

### **mopay exhibiting at Virtual Goods World Europe in London – Stand 9**

**MUNICH AND LONDON – November 9, 2010 – [mopay](#), a global leader in innovative payment solutions for online merchants, will be exhibiting at Virtual Goods World Europe 2010 in London from 15<sup>th</sup> to 17<sup>th</sup> of November. At Stand 9 interested business professionals can experience first hand the benefits of monetizing consumers with the fast and easy-to-use mobile phone and landline billing solutions of mopay.**

mopay is a leading international payment platform enabling consumers to purchase digital and virtual goods via their mobile and landline phones. Established in 2000 mopay today has a reach of 80 countries leveraging its innovative payment experience in browser, casual and social games worldwide. mopay's UK business is run from its London office. For appointments with mopay's UK representatives, please contact Michael Englmaier at +44 207 268 3353 or [michael.englmaier@mopay.com](mailto:michael.englmaier@mopay.com).

#### **About mopay**

mopay is a global leader in innovative payment solutions for online merchants. mopay's core platform enables merchants of virtual, digital and physical goods to bill charges directly to consumers' cell phone and land line accounts. mopay operates in more than 80 countries across the globe, reaching more than 3.3 billion consumers. The company has a blue-chip customer base including major brands such as Bigpoint, Gameforge, Innogames, Sulake and Travian. mopay, part of the MindMatics group, has more than 100 employees at locations in Germany, Austria, the United Kingdom and the United States. For more information, visit [www.mopay.com](http://www.mopay.com).

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