



## Press Release

New clients working with payment service provider ATLAS Interactive:

### **Sport1 and Playa Games rely on payment platform kanzaloo**

**Hamburg, September 14, 2011: ATLAS Interactive is active in the micropayments space since 15 years and successfully manages clients in over 85 countries. As of now, Sport1 and Playa Games are counting on the experience of the leading payment provider, hence using the all round payment system kanzaloo to monetize digital goods.**

ATLAS Interactive has extended its client base of successful browser game vendors by adding a promising cooperation with Playa Games. The sale of virtual goods in games, such as *Shakes & Fidget*, *Kickerstar* and *Bloodmoon* are now monetized via kanzaloo.

The payment system kanzaloo encompasses the most important payment options, which are Premium SMS, Web Billing and Voice Billing. The client can choose between these options to find the most suitable one to fit their needs in a specific region. Playa Games is relying on Premium SMS and Web Billing to monetize their in game items.

Football and handball fans in Germany, Austria and Switzerland now have the option, in addition to the free version, to play the premium version of *SPORT1-Bundesliga Manger* and *SPORT1 Handball Manager* with additional features on SPORT1.de. The monetization of the premium versions of both games will be enabled by the payment platform kanzaloo.

Lars Ketelsen, CMO at ATLAS Interactive, is pleased with the developments. "The client acquisitions are proof of the quality of our products and our excellent client support."



## **Information**

Further Information can be found on [www.atlasinteractive.de](http://www.atlasinteractive.de).

## **About ATLAS Interactive Deutschland GmbH**

Since the foundation of the company in 1995, ATLAS Interactive has pioneered in the micropayment industry and supplied clients with a broad spectrum of products, solutions, tariffs and client support in over 85 countries. ATLAS Interactive is European market leader in the micropayments segment which includes Premium SMS, Web Billing and Voice Billing solutions. ATLAS Interactive monetizes millions of transactions each month and further communications solutions such as IVR applications, service numbers as well as SMS Bulk routing are part of the portfolio. In addition to the product kanzaloo, which bundles the most important micropayment solutions to monetize the sale of virtual goods, ATLAS Interactive has specially developed an automated voice message service for browser game vendors. Furthermore is ATLAS Interactive able to assist companies interested in entering the MENA market by marketing online games on their platform tasalla.me.

ATLAS Interactive is an affiliated company of The ATLAS Interactive Group with German subsidiaries in Hamburg and Cologne. The ATLAS Interactive Group has further affiliated companies in London, Beirut, Sao Paulo, Miami and San Francisco. ATLAS Telecom, ATLAS System, ATLAS Telecom Network as well as ATLAS Premium Brands are also part of the group of companies.

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