



## Press Release

### **ATLAS Interactive Deutschland is cooperating with e-commerce provider Gate2Shop**

**Hamburg, 25 November 2010:** **ATLAS Interactive Deutschland GmbH and Gate2Shop, the premium e-commerce provider for software, games and digital services are working together. The specialist for content billing based in Hamburg supports the British company Gate2Shop in the area of mobile payment services for the gaming industry.**

Both companies have extensive experience in their market areas. ATLAS Interactive offers individual mobile payment solutions in over 84 countries for 15 years, and includes several well-known gaming companies to its regular client base. Gate2Shop provides over 80 payment options in over 160 countries for e-commerce transactions. With the cooperation the company wants to expand the service particularly in the gaming sector.

"We have investigated the market for mobile and SMS-payment thoroughly", commented Yuval Ziv, COO of Gate2Shop, the cooperation. "After a careful consideration of our requirements for country coverage, the cost factor, and easy integration options and flexibility, we found that ATLAS Interactive offers the right solution. I am convinced that Gate2Shop can work with the partner even more closely on the needs of game publishers."

Marco Priewe, Managing Director of ATLAS Interactive, added: "ATLAS Interactive is excited to add Gate2Shop to our ever growing client portfolio and we look forward to a successful partnership."

### **About ATLAS Interactive Deutschland GmbH**

Since its founding over 15 years ago, ATLAS Interactive has not only pioneered the micropayment industry but has also built the necessary relationships to bring their wide range of clients the solutions, products, rates, and customer service they deserve in over 84 countries. With offices in Hamburg, Cologne, London, Beirut, and São Paulo, ATLAS Interactive reaches a large part of the globe. During the last few years, ATLAS Interactive has been heavily focused on the gaming industry working with some of the top online gaming companies in the world. It is due to this reason that ATLAS Interactive is one of the most trusted sources for all things micropayment.

In 2010, ATLAS Interactive introduced several new solutions and products that will further increase the customer experience and satisfaction. kanzaloo is the all-in-one micropayment solution. ATLAS Interactive has also launched Vreach which can be used for in game alerts. When one of your users has been away from the game, you can have an automated message calling the user in a characters voice to remind him/her of the game and offer special deals. Furthermore, ATLAS Interactive offers you the opportunity to publish your games on the portal tasalla.me, targeting a wide audience throughout the Middle East. All marketing and localization will be handled by ATLAS Interactive Middle East.

#### **Contact**

ATLAS Interactive Deutschland GmbH  
Aaron Scheuerman  
Marketing Director  
Christoph-Probst-Weg 3  
20251 Hamburg  
Fon +49/ 40/ 41 33 00 - 121  
Fax +49/ 40/ 41 33 00 - 221  
press@atlasinteractive.de  
www.atlasinteractive.de

#### **Press contact**

Quinke Networks  
Katrin Firchau  
PR Consultant  
Bei den Mühren 70  
20457 Hamburg  
Fon +49/40/43 09 39 49  
Fax +49/40/43 09 39 97  
kf@quinke.com  
www.quinke.com