



Press Release

ATLAS Interactive reinforces its involvement in the USA

Hamburg (Germany), 26 January 2011: ATLAS Interactive has expanded its service range in North America. The focus of the existing subsidiary in Miami is now shifting to the booming game industry in order to meet the needs of more and more American companies enjoying the services of the German provider for Premium SMS, Voice, and Web Billing.

ATLAS Interactive has been offering a wide range of mobile payment solutions for over 15 years. In order to provide more comprehensive and direct services in the US, the company will open a new office in San Francisco in 2011 to have a west coast presence.

Alan Vejan, a Sales Manager of ATLAS Interactive from Hamburg, will manage the setup of the subsidiary in San Francisco in the coming months as the International Sales Strategy Manager. Both US offices will contribute the use of payment solutions in the North American game industry.

“The games industry is an important industry for us. As our customer basis in the US and Canada has been steadily growing, now nothing is standing in the way to expand our presence in North America”, says Marco Priewe, CEO of ATLAS Interactive Deutschland GmbH.

The involvement of the ATLAS Interactive US offices will include the participation as an exhibitor and sponsor of numerous upcoming events. The Engage Expo in New York (15th – 16th Feb.), the Games Developer Conference in San Francisco (28th Feb. – 4th March) and the Login Conference in Seattle (16th – 18th May) will all be represented by the ATLAS Interactive Sales Team. Appointments can be made at +49/40/41 33 00 – 185 or also sales@atlasinteractive.de.



About ATLAS Interactive Deutschland GmbH

ATLAS Interactive Deutschland is a subsidiary of the ATLAS Interactive Group with German offices in Hamburg and Cologne. The international network of specialist for a large range of content billing ensures a global reach. Since its formation in 1995, ATLAS Interactive Deutschland has pioneered the micro payment industry and offers customers a wide range of solutions, products, tariffs, and customer support in over 85 countries. ATLAS Interactive Deutschland is the European leader in micro payments with Premium SMS, Web Billing and Premium Rate Billing, processing several millions of micro payment transactions a month. The portfolio of products also consists of communication solutions, IVR applications, service numbers, as well as global Bulk SMS routes.

The company is the most important micro payment provider for the digital entertainment industry and is active worldwide with large gaming companies among its clients. The core product kanzaloo, combines the most important micro payment solutions for selling digital goods. Designed specifically for browser gaming companies, ATLAS Interactive has developed Vreach, an automated voice messaging service for in-game alerts. ATLAS Interactive also offers tasalla.me, a gaming portal in the Middle East where companies can publish their games and reach a whole new, ever growing audience.

The ATLAS Interactive Group has additional offices in London, Beirut, Sao Paulo and Miami. ATLAS Interactive is part of the ATLAS Group, whose companies employ several hundred people worldwide. Besides ATLAS Interactive, the ATLAS Group includes entities such as ATLAS Telecom, ATLAS Systems, ATLAS Telecom Network, and ATLAS Premium Brands.

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