



Press Release

Continuing Growth for kanzaloo™ Payment Service:

ATLAS Interactive Extends Cooperation with SPORT1

Hamburg, 28 November 2011: It was only recently, in September of this year, that ATLAS Interactive announced the addition of SPORT1 to its client roster. The kanzaloo™ payment method has since been added as a transaction channel for “SPORT1-Bundesliga Manager” and “SPORT1-Handball Manager”. The payment specialist today reports that SPORT1 will now also transact mobile payments for premium live stream offerings with the ATLAS Interactive system.

Lars Ketelsen, ATLAS Interactive CMO, on the new scope of the relationship with SPORT1: “We are very happy that SPORT1 will now also use kanzaloo to handle transactions for paid streaming content. The quality of our products and customer service was convincing.”

In September 2011, the universal payment system, kanzaloo™, was employed on the SPORT1 online portal for the first time. kanzaloo™ unites the major mobile invoicing methods, premium SMS, web billing und voice billing, in a single product.

Users can choose from a whole range of live stream offerings provided on SPORT1.de. Beginning in December, the existing payment methods for premium content will be complemented by an additional option, web billing: Customers enter their mobile telephone number on the website to receive a PIN code via SMS, which is subsequently used to register on the website. Charges will then appear on the mobile telephone bill or be deducted from the prepaid balance.



Information

Additional information about ATLAS Interactive Deutschland GmbH and kanzaloo is provided on www.atlasinteractive.de and www.kanzaloo.com.

About ATLAS Interactive Deutschland GmbH

ATLAS Interactive Deutschland is a subsidiary of the ATLAS Interactive Group with German offices in Hamburg and Cologne. Since its establishment in 1995, ATLAS Interactive Deutschland has pioneered the micropayment 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 micropayments with Premium SMS, Web Billing and Premium Rate Billing, processing several millions of micropayment transactions each 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 micropayment 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 micropayment 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, San Francisco 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.

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