

## Parking Passes with No Line-ups

**Budapest, May 22, 2008. – Now customers can purchase parking passes, as well as paying one-time parking fees, using iziSHOP's new service, which allows clients to make purchases via their mobile telephones, yet charge them to their bank accounts.**

iziSHOP's newest service now allows customers to purchase parking passes at five major Budapest parking garages via their mobile telephones, yet charging the purchase to their bank accounts. The new service not only means no more monthly line-ups and large cash payments, but it also sends passholders a reminder when the pass is about to expire, allowing them to purchase the next one immediately via their telephones.

In order to access this new service, users simply access the *Parking* application in their mobile telephones' iziSHOP menu, provide the pass identification code and then they automatically receive notification about the amount to be paid. Payment is made using Visa or MasterCard-type bank cards and occurs within seconds of entering the card data or the user's PIN code. iziSHOP transactions have no service charges or text message fees, the user only pays the GPRS costs. This amounts to only a few forints per purchase, but may be completely free if the user has paid for a WAP or Internet package through the mobile service provider. The new service that allows for the purchase of parking passes is available at EZPark's major Budapest parking garages, as is the payment of one-time parking fees, which was initiated last October.

If the customer has not yet registered with iziSHOP, the application can be downloaded by simply sending a base-rate text message containing the code word *izishop* to 06 70 70 60 500. Within minutes the program is ready to use and by simply providing bank card data, the customer is ready to shop. The security of payment and bank card data are guaranteed by the use of the highest banking technology and iziSHOP's banking partner, CIB Bank. Users need only enter their bank card data ones, after which they will be issued an iziSHOP PIN code, with which all data is securely stored in encoded form in the user's telephone, reducing payment time to a matter of seconds.

iziSHOP began offering services last April and now provides users with the opportunity to purchase highway vignettes, one-time parking fees, thousands of theatre and concert tickets, as well as completely unique services, including the purchase of travel insurance and the payment of restaurant bills. The purchase of transport (bus/train) tickets and passes is scheduled for the near future and all purchases are free of service charges or text message fees. iziSHOP's services, which are unique in Europe, are also available to foreigners, as all services and information are available in Hungarian, English and German. For more information visit [www.izishop.hu](http://www.izishop.hu), or [wap.izishop.hu](http://wap.izishop.hu)

### **Hedz Hungary Ltd. – [www.hedz.hu](http://www.hedz.hu)**

Hedz Ltd. is a software company specialized in the development of unique mobile payment and banking applications. Hedz offers mobile telephone-based solutions via electronic channels to improve efficiency and increase productivity for public service, insurance, loan and banking companies. The company's main products include the HMB mobile banking solutions family which was created for banks, moBill, for public services, which allows bills to be paid via mobile telephones, and iziSHOP, a mobile shopping system with bank card payment.

### **EZPark Ltd. – [www.ezpark.hu](http://www.ezpark.hu)**

EZPark Ltd. operates a network of parking garages throughout Hungary. As their name suggests, they offer numerous innovative services to their customers to make parking "easy", such as automatic, non-stop parking for parking place renters and chauffeur services. They are also developing, in association with Hungary's largest bicycle rental a P+B (Park and Bike) service, whereby vehicles are parked safely and at low-cost, while users maintain their mobility.

### **CIB Bank - [www.cib.hu](http://www.cib.hu)**

CIB Bank is a member of Intesa Sanpaolo, Italy's largest banking group. In its 30 years of experience CIB Bank has developed from an exclusive corporate bank to become one of Hungary's most prominent commercial banks, offering full commercial banking and investment services to joint ventures, municipal governments, private corporations and individual clients. As of January 1, 2008, CIB Bank and Inter-Europa Bank have joined forces and, maintaining the best traditions of both companies, continue to function as CIB Bank Zrt. The enlarged and strengthened CIB Bank, with more than 2000 billion forints in consolidated resources is now Hungary's second largest bank.

#### **Hedz Hungary Ltd.**

Dr. Sándor Fejes  
Managing Director  
[fejes@hedz.hu](mailto:fejes@hedz.hu)  
Tel: +36 30 279 4338  
Hedz Hungary Ltd.  
[www.hedz.hu](http://www.hedz.hu)

#### **EZ Park Ltd.**

Tibor Kugel  
Managing Director  
Tel. Fax: 302-5367  
EZ Park Ltd.  
[info@ezpark.hu](mailto:info@ezpark.hu)  
[www.ezpark.hu](http://www.ezpark.hu)

#### **CIB Bank**

Károly Bognár  
Director of Media and Social Contacts  
Tel.: +36 1 457 68 00  
[kommunikacio@cib.hu](mailto:kommunikacio@cib.hu)