

Buy Annual Highway Vignettes by Mobile Phone!

Budapest, January, 6, 2009 – Annual highway vignettes may now be purchased via mobile phone exclusively through iziSHOP, without any service charges or text messaging fees.

As of January, annual highway vignettes can be purchased online, either by mobile phone or internet, with the help of iziSHOP. Using this unique mobile telephone shopping service, vignettes for any of the D1, D2, D3 and D4 vehicle categories can be purchased in under a minute. The price, depending on the category, ranges from 37 200ft to 198 000ft for the annual vignette, which, just like the daily, weekly and monthly vignettes, is the “gas station” price, thus there are no service charges or text messaging fees. All purchases made through iziSHOP. All iziSHOP purchases are charged to the customer’s bank card and do not affect their telephone bill, hence there are no restrictions of telephone balances, nor whether the customer is using a personal or company telephone.

A nationally unique service, iziSHOP has been functioning since last spring, allowing users to pay for, in addition to all the highway vignettes, parking fees, concert tickets, travel insurance, online shopping, magazine and newspaper subscriptions and even restaurant bills, all via their mobile phones. There are no service or text messaging fees. The only additional cost is that of the GPRS connection, which is only a few forints per use, and depending on the user’s telephone contract, may even be free. In order to use the service, the shopper must first download the iziSHOP Java application to their mobile phone. By simply sending the code word, “iziSHOP” in a text message to the base-rate phone number 06 70 70 60 500, the process has begun and it takes only 2-3 minutes to complete, after which the user can start shopping immediately. There is no need to memorize SMS codes; all needed information is at the shoppers fingertips, in the system’s easy-to-navigate menus. Payments, just like online payments, are made by entering bank card information into the mobile phone. iziSHOP offers the possibility of saving the card data in the user’s own phone in encoded form, thus when it comes time to pay, it is sufficient to simply use the easily remembered iziSHOP PIN code. CIB Bank, iziSHOP’s banking partner, guarantees the security of all bank card data. Shoppers can request VAT receipts via their mobile phones, which will be posted to them. iziSHOP, which is a one-of-a-kind service in all Europe, is continually expanding and can be used with any mobile service provider, thus the service can be used by foreigners as well. At present, iziSHOP can be accessed in English and German and will soon be available in Croatian as well. (For more information visit www.izishop.hu, wap.izishop.hu)

Hungarian State Highway Operations Ltd. – www.aak.hu

Since August 29, 2000, when 3 companies were amalgamated, Hungarian State Highway Operations Ltd. has been operating and maintaining Hungary’s high-speed roadway system. In spring 2006, the company began using virtual highway vignettes. Initially they could be purchased via SMS, then later on the Internet and by phoning in. Then in the spring of 2007, they introduced the possibility of purchasing vignettes with bank cards, via mobile phones. The success of the virtual vignettes is clear, in the first 3 months of 2007, of the 1.8 million vignettes sold, 7.7% of them were purchased electronically.

Hedz Hungary Ltd. – www.hedz.hu

Hedz Ltd, is a software technology company specializing in unique mobile payment and mobile banking applications. They provide public utilities, financing and banking institutions, as well as other service providers, with mobile telephone-based electronic channels which help increase company efficiency and customer service. The company’s main products include the HMB mobile banking system, iziSEC a highly secure authentication system, as well as mo-bill, a bill payment service developed for public utilities and iziSHOP, a unique application designed for shopping with a bank card via mobile telephone.

CIB Bank - www.cib.hu

CIB Bank is a member of Italy’s largest banking group, Intesa Sanpaolo.

In its 30 years of service, it has developed from an exclusively corporate bank to becoming Hungary’s second largest commercial bank, providing complete commercial and investment services to corporations, governmental agencies, companies and private clients. CIB is not only a bank, but a banking group, which includes a leading leasing company and successful investment enterprises. CIB Bank considers the development and support of innovative solutions to be of prime importance, thus are pleased to be Hedz Hungary Ltd.’s banking partner.

Hedz Hungary Ltd.

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