

Barcelona, February 14, 2008 – Hedz Ltd. announced a new technology solution for purchasing transportation tickets via mobile phones using iziSHOP, its credit card-based mobile payment service.

Hedz Ltd announced an innovative solution for transportation ticketing via mobile telephones, which can be used for practically all forms of public transport, at the Mobile World Congress, the highest ranking event in mobile technology circles. The new technology solution available through iziSHOP, a credit card-based mobile shopping service, allows shoppers to purchase a full-range of tickets, from inexpensive single-ride tickets on city transport to daily, weekly or monthly passes, which can cost from several thousand to many tens of thousands of forints.

In many countries, ticket purchase via mobile phone has been available for a number of years, however, almost all of these solutions are based on text messaging (SMS). For these services, due to the inherent limitations of SMS, only the simplest and least expensive tickets are available (for many, this service is not even accessible) since it is directly linked to the mobile telephone's bill. In addition to the ticket price, fees for the SMS and, often, other service fees also applied. With developments in mobile Internet technology and telephone capabilities, horizons have expanded and iziSHOP, developed by Hedz Ltd., has taken full advantage of these new possibilities.

Using iziSHOP, the ticketing application becomes part of the telephone's menu and the user simply chooses and purchases the necessary ticket in a minute or two. The simple menu makes it possible to select even complex, scheduled and reserved tickets with no hassle. An advantage of iziSHOP is that there are no service fees or SMS fees. iziSHOP uses mobile Internet, which only costs a few forints per transaction or may even be free, depending on the user's contract with the mobile service provider. iziSHOP is independent of mobile operators, so anyone, even foreigners, can use it. Payments are not charged to the telephone bill or to the pre-paid telephone card, but rather to the user's VISA or MasterCard-type bank card.

Tickets purchased through iziSHOP have colourful graphics and appear on the mobile telephone's screen. Due to a proprietary solution, the ticket inspectors can quickly and easily check the tickets by simply glancing at them, without checking codes or reviewing them online. If the ticket is no longer valid, the colour and form changes and the inspector can recognize these changes quickly and easily. Forgery of iziSHOP tickets is challenging, as the tickets cannot be forwarded nor can their screen appearance be saved, as the appearance of the tickets changes at given intervals.

If the traveler is using iziSHOP for the first time, the program can be downloaded and installed in 2-3 minutes by sending the short code *izishop* via SMS to +36 70 70 60 500 (base-rate). Once the program is installed, the traveler can then make purchases which are charged to the user's bank card. At present, iziSHOP shoppers can purchase highway vignettes, theatre and concert tickets, travel insurance or pay their hospital visit fees and parking fees or even pay for restaurant meals and the range of available products is constantly growing. iziSHOP's new transport ticket application provides transportation companies with significant savings, as well as offering travelers a unique new service. This "mobile shopping centre" is unique in Europe and can be used by both locals and foreigners, as information and services are available in Hungarian, English and German (for more information see www.izishop.eu, wap.izishop.eu). iziSHOP is operated by Hedz Ltd, in collaboration with its banking partner, CIB Bank.

Hedz Hungary Ltd. – www.hedz.eu

Hedz Ltd is a software technology company which specializes in the development of mobile payment and mobile banking applications. Hedz offers effective solutions for mobile telephone-based electronic services to public utilities, banks and other service providers. The company's primary products included mobile banking systems, as well as the mobile telephone-based bill payment service, moBill, for public utilities and the unique mobile shopping service, iziSHOP, which allows user's to pay using their bank cards.

CIB Bank – www.cib.hu

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

In over 30 years of existence, CIB bank has grown from an exclusive corporate bank to one of Hungary's most significant commercial banks, offering complete commercial banking and investment services to businesses, corporations, local governments and individuals.

As of January 1, 2008, CIB Bank and Inter-Europa Bank have joined forces, bringing together the best of their knowledge and traditions, under the banner of CIB Bank. The enlarged and strengthened CIB Bank, with more than 2000 billion forints in consolidated resources is Hungary's second largest bank.

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