



eWAY Press Releases

eWAY in your pocket - new mobile payment app for iPhone

18 NOVEMBER 2010, CANBERRA, AUSTRALIA – – Leading electronic payment gateway provider, eWAY, has today announced the release of an iPhone application that allows merchants to take credit card payments on their mobile phones.

Always looking for innovative ways to connect merchants with their customers, eWAY has developed its Mobile Payments iPhone app which syncs with existing eWAY accounts and processes credit card payments on the road. The app is aimed primarily at mobile merchants such as tradespeople, or those operating outside their usual location at tradeshow, exhibitions or expos, removing the hassle of cash and the need for delayed or manual card payments.

Once synced with their eWAY account, a merchant need only enter the customer's credit card details and sale amount into the application, press "process", and the transaction is complete. The eWAY Mobile Payments app also offers useful reporting functionality with users able to review details of their last 25 transactions.

eWAY CEO Matt Bullock sees this as a logical step in their ecommerce offerings.

"We want to make it as easy as possible for merchants to sell their product," Mr Bullock said. "By putting this application into our merchants' pockets, we make our existing payment gateway more portable."

Free to download via the Apple iTunes store, the app is normally only accessible by merchants on particular eWAY plans. However, as a Christmas gift, eWAY is giving free access to all their merchants, even those on eWAY's Budget Plan.

The application is currently only available in Australia, however, it will be released to UK customers in early 2011. An iPad version of the application is also expected to be released soon as it is currently with iPad manufacturer Apple for approval.

More information on the application is available at:
www.eway.com.au/iPhone

About eWAY

eWAY is Australia's leading online payment provider, allowing online businesses to accept secure credit card payments 24/7 from customers around the world. eWAY consistently develops and implements cutting-edge technology with the goal of making ecommerce as simple as possible for merchants and their customers.

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If you'd like more information about this item, or to schedule an interview with CEO Matt Bullock, please call Tony McGrath on 0401 451 399 or email tony@eway.com.au

eWAY processes 1 million transactions in 1 month

DECEMBER 2010, CANBERRA, AUSTRALIA – – Leading electronic payment gateway provider, eWAY, has revealed the growing popularity of online payment technology, with the company's total number of transactions during November cracking one million.

The provision of online payment services to thousands of businesses around the world, combined with an ever increasing public acceptance of online shopping, has seen eWAY's transaction processing grow exponentially. Compared with 2009, November transactions in 2010 grew by XX%, and year to date transactions by XX%.

CEO of eWAY Matt Bullock can only see the number increasing further still.

"The continual growth we're observing demonstrates the growing acceptance of online contactless transaction processing," Mr Bullock said. "With an increasing number of businesses taking payments online, it's just going to keep getting bigger."

The one million transactions, worth \$XX,XXX,XXX, represent eWAY's strongest month to date with an average of more than 33,000 transactions each day. Yet, the company continues to look for new ways to help merchants sell their products. An iPhone app released last month puts the power of eWAY onto mobile phones, and an iPad version is to be released early next year.

The company also recently teamed up with Google AdWords to help merchants reach their markets, offering a \$75 AdWords credit to businesses who sign up with eWAY.

eWAY expects December to be bigger still with strong Christmas sales anticipated.

More information on eWAY and their services is available at www.eway.com.au

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eWAY announces deal with Google AdWords

Leading electronic payment gateway provider eWAY has today announced a deal with Google AdWords that will see merchants receive a \$75 Google AdWords trial when they sign up.

eWAY's eCommerce solutions mean that businesses can operate 24 hours a day, seven days a week by automating ordering and credit card payments in real time.

On average merchants who use eWAY's eCommerce products increased their revenue by 74% in the first two years after going online. By combining this success with the advertising potential of Google AdWords eWAY hopes to see merchants grow their business further still.

"Online businesses often neglect to think about marketing. By introducing merchants to the possibilities of Google AdWords we hope to educate them in proven strategies to increase traffic to their site and increase their revenue," said eWAY CEO, Matt Bullock.

The Google AdWords trial provides merchants with a Google AdWords account credited with \$75 available for pay-per-click advertising. The benefit of pay-per-click advertising is that the \$75 won't deplete unless a user visits their site.

Google AdWords is superior to regular internet search because ads appear more prominently and are displayed on thousands of websites.

This new opportunity allows merchants to adopt secure online payments and harness the marketing potential of Google AdWords, a combination that will allow local businesses to advertise to, and accept payments from, customers from around the globe.

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