

Media Release
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Emerchants launches virtual MasterCard®

Prepaid card specialist Emerchants has launched a secure, card-less virtual MasterCard®, which offers businesses a practical, time-efficient and effortless method of conducting on-line transactions.

Simple and easy to set up, the virtual cards are ideally suited for facilitating one-time, on-line transactions by consumers or in corporate purchasing.

For merchants looking to attract consumers, virtual MasterCard® card numbers provide businesses an efficient method of promoting products. The merchant can email an offer to its customers, which includes a one-time use card number. Emerchants have developed card programs that provide product discounts, cash-back rewards or specific product purchase opportunities, all done on-line. When you think about what drives consumer choice, convenience is always a motivating factor. Consumers can make an immediate decision to purchase and use the virtual card number on-line from the comfort of home.

In the arena of corporate expense management, eliminating the need for plastic cards offers modern companies a 'greener' way to activate their corporate purchasing requirements, allowing financial controllers the ability to issue a single-use card number to an authorized employee or contractor. This eliminates the need for cumbersome purchase orders or the issuance of corporate credit cards.

Emerchants provides this controlled and secure virtual payment technology to deliver single-use card numbers direct to the computer screen, whilst associated controls ensure that the number is used for the purpose the financial controller or merchant intended it for.

Emerchants can also tailor the virtual card to a specified brand image, budget and time frame – providing businesses with fast, modern and convenient pre-paid payment transaction processing. The web-based service can be accessed 24 hours a day as an independent system or integrated with a multitude of existing business accounts programs, thus allowing merchants the ability to track a promotional program's effectiveness or a financial controller to monitor purchasing activity real-time.

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