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## **DataCash Acquisition of ACK Limited Provides Retailers With A One Stop Shop For Multi-Channel Payment Processing**

DataCash Group Plc, the AIM-listed Payment Services Provider, is pleased to announce that it has completed the purchase of ACK Limited for £3million in cash. ACK is a UK based software house specialising in providing software to manage the collection of credit and debit card payments for use in the Point of Sale (PoS) systems operated by high street retailers.

ACK Limited is a small, but established and respected supplier of the electronic funds transfer (EFT) software used in many of the PoS devices deployed in the UK and Republic of Ireland. The software is purchased by retailers either directly or through the vendors of their PoS software. ACK has a well established client base in the retail and hospitality sectors and increasingly in the areas of unattended and contactless payment. ACK's existing user base includes: Musgraves (Budgens & Londis), Somerfield, J.D. Wetherspoons, Greene King and National Tyres.

DataCash represents over 900 merchants globally, providing them with a single interface to process secure payments on and offline, anywhere in the world. Its portfolio includes merchants from the retail, travel, eCommerce, telecommunications and gaming sectors, working with brands such as the Arcadia Group, Flybe, Boots, Zavvi and Ladbrokes. DataCash offers a market leading range of international payment options as well as value added services including risk management, allowing merchants to process global payments reliably, efficiently and with reduced risk of fraud.

The ACK acquisition enables DataCash to offer an end to end Cardholder Present solution for the first time. The two companies have cooperated in the past to provide integrated Cardholder Present solutions to existing clients including Laura Ashley and Odeon. The combination of skill sets from both teams has resulted in innovative solutions for the merchants concerned, with benefits including; improved speed of authorization, greatly enhanced reporting functions and additional data security. Respectively each company is strong in its relevant market, but together the strength of solution for the Merchant is amplified.

The purchase of ACK will enable DataCash to further extend the scope of its outsourcing with UK and Republic of Ireland based retailers and will accelerate its move to provide a full service offering for markets using unattended and contactless payments. This includes solutions for kiosk operators, vending service providers and ticketing operations. Merchants will benefit from the introduction of more innovative ways of supplying the combination of both managed payment services and EPoS and EFT applications, the ability to receive this advanced technology from a single source within a single price plan that includes software and services and, furthermore, the reassurance of dealing with a single, established organisation, capitalized at £300M, that can offer proven 24/7 support.

**More....**

**DataCash Acquisition of ACK Limited Provides Retailers With A One Stop Shop For Multi-Channel Payment Processing [Continued]**

Andrew Dark, Chief Executive of DataCash, said:

"We are excited by the opportunities that this acquisition creates. We intend to grow the service provision to the users and the re-sellers who work with the ACK product suite by providing a simple and cost effective mechanism to enable them to avoid the complication and expense of running payment services in house. Furthermore the combination of the ACK suite and the DataCash service addresses the uncertainty of changes in the compliance rules that retailers continue to face and provides affordable scale on demand."

**- END -**

**For further information please contact:**

**DataCash**

Carly Smith  
Marketing and Communications

Tel: 0207 421 9283  
Email: [carly.smith@datacash.com](mailto:carly.smith@datacash.com)  
Website: [www.datacash.com](http://www.datacash.com)

**About DataCash**

DataCash Group PLC (AIM: DATA) is the trusted payment processing and fraud screening service provider for over £14.2 Billion of Cardholder Not Present (CNP) and Cardholder Present (CP) payments in 2007. As the partner to many of the UK's leading High Street retailers, e-Commerce businesses and Bookmakers, DataCash enables merchants in all sectors to process payments reliably, securely, efficiently and with reduced risk of fraud, whether they originate in store, on the web, from a call centre or from unattended and mobile devices. DataCash is able to provide Merchants with first-class service reliability at a fraction of the price of an in-house solution.

DataCash allows merchants to set the most appropriate level of service to meet their business needs. This ranges from the complete outsource of all back office administration, payments, accounts reconciliation and risk services, through to the provision of standard payment processing and easy to use, rules based screening that helps to automate rapid and secure payment authorisations and settlement, while supporting AVS/CV2, 3-D Secure (Verified by Visa and MasterCard Secure Code) and in compliance with PCI DSS.

With a global client base and connections to financial networks worldwide, DataCash provides access to the local, preferred payment types territory by territory. Uniquely, DataCash monitor all financial transaction types including cards, debit payments, ACH, wallets and direct bank transfers. Our fraud screening service operates across all of our vertical markets and geographies providing a highly effective block of fraud syndicates migrating activity between sectors.

For more information, please visit [www.datacash.com](http://www.datacash.com) or email [info@datacash.com](mailto:info@datacash.com)