

19 August 2009

New Russian airline takes flight with EuroCommerce cash solution

Payment solutions company, EuroCommerce, part of the DataCash Group, has secured a contract to provide payment services to AVIANOVA, Russia's newest low cost airline.

As Russia is largely a cash-based airline market, through EuroCommerce's payment services, AVIANOVA customers have the choice of paying for their flights by credit card or cash.

"AVIANOVA is a very impressive new low cost airline with very specific needs as to how they handle and manage customer payments," said Alan Wyley, Chief Executive Officer, EuroCommerce. "By providing the option to pay for their flights by cash, this is hugely attractive to a large proportion of AVIANOVA's customers."

If a customer chooses to pay by cash, AVIANOVA has the ability to suspend the transaction for a predefined period of time, while the customer goes to a kiosk to complete the transaction. The kiosk automatically confirms to EuroCommerce that the complete payment has been received. Kiosks are located in every town in Russia with a population of more than 5,000 people.

Alan Wyley adds: "This contract with AVIANOVA further underpins our global strategy of providing innovative and tailored payment solutions to airlines and other businesses in every major market in the world."

"When launching a new airline it is vital to select partners that have proven expertise in the airline sector and the ability to deliver to aggressive project dates," said Zhanna Shalimova, Sales and Distribution Director of AVIANOVA.

"EuroCommerce delivered fully on our requirements and we look forward to working together for many years to come."

Editors Notes:

Ends.

For further press information, please contact:

Glen Goldsmith
2thefore
Email: glen@2thefore.biz
Tel: 07812 766338

About EuroCommerce

EuroCommerce, part of the DataCash Group PLC, is a payments solutions company focused exclusively on the airline and travel industry. We provide payment and risk solutions to over 50 international merchants. For more information go to www.eurocommerce.ie

About AVIANOVA

AVIANOVA is a new Russian low-cost airline based at Vnukovo airport Moscow. The fleet consists of modern Airbus A320 aircraft. AVIANOVA offers its customers safe, reliable and convenient flights within Russia, starting at 250 RUR and available at www.avianova.ru and at its call centre on (+7 (495) 788 0200).