

AUSTRALIAN TAXI PAYMENT SOLUTIONS COMPANY HAILS SMARTPAY

AUCKLAND – 29 July 2010 - Smart Pay (NZX: SPY), New Zealand's leading merchant services provider today announced that it had re-signed innovative Australian taxi payment provider Live TaxiEpay to a new four year term.

SmartPay has supplied transaction processing facilities (to connect to financial institutions), EFTPOS terminals and software to Live TaxiEpay for the previous four years. Live Payments recently launched a taxi charge card, taking on the dominant player and bringing competition to the Australian market for the first time in 33 years. SmartPay services are an integral part of Live Group's new taxi charge card offering and under the new four year term SmartPay will extend its services further, adding new features over the coming year.

A clear number three in servicing the Australian taxi market, Live TaxiEpay has a national focus with centres in Sydney, Melbourne, Brisbane, Perth, and Adelaide. A recent report by Goldman Sachs JBWere suggests Live TaxiEpay has a market share of between 16% and 18%.

This latest announcement from SmartPay builds on its taxi sector credentials. In January, the company announced that its Cadmus brand of EFTPOS terminals had been chosen by Auckland's Co-op Taxis in an upgrade of more than 800 vehicles.

SmartPay understands the needs of taxi operators, says Managing Director Ian Bailey.

"We are the only company in New Zealand to develop EFTPOS terminals specifically for the taxi sector, and we have built up considerable expertise over the past 14 years. We are privileged to service almost every major taxi fleet in New Zealand and a growing number in Australia.

"Our system – a suite of software and hardware provides reliability and protects against fraud. We are very pleased to support Live TaxiEpay in its growth objectives."

Live Group Chief Executive Officer, Tom Varga says that Cadmus –SmartPay's Australian operating company – has been a strong supporter of the payment services company.

"They have provided us with the security and expertise we needed to differentiate our business from competitors and build a unique value proposition for our drivers.

"We are looking forward to enhancing our services further under this new agreement and will announce new initiatives in the coming months," says Varga.

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About SmartPay Limited

SmartPay is a leading provider of integrated merchant services utilising the Internet and broadband connectivity.

SmartPay's product set includes:

1. Telecommunications products and services including Voice Over IP, Broadband, EFTPOS terminals and secure EFTPOS internet connectivity
2. Audio and video, music, messaging and media via its Retail Radio product set.
3. Prepayment products and transactional processing services dominating the Taxi industry in NZ.

SmartPay Core Products include:

- Wi-Fi – largest network in New Zealand
- In-store Audio Visual Promotional Systems – Retail Radio
- Internet enabled EFTPOS equipment sales and rental
- Gift Cards
- Secure Internet Payments
- Mobile Top-up
- Calling Cards
- Bill Payment Solutions
- Voice over IP (VOIP)
- Online payments

For more information visit – www.smartpay.co.nz

Live Group

The Live Group is a transaction processing business currently specifically servicing Australian taxi drivers / operators and corporate customers.

Live TaxiEpay

Live TaxiEpay, is a wholly owned subsidiary of the Live Group specifically involved in supplying EFTPOS terminals and additional value-added services to the Australian taxi industry. Live TaxiEpay was created through the merger of TaxiEpay and Live Payments in November 2008 and has offices located in Sydney, Melbourne, Brisbane, Perth and Adelaide.

Live Payments

Live Group's other subsidiary, Live Payments, provides a unique corporate taxi payments solution and online reconciliation portal that assists corporate users in tracking their taxi expenditure. With two distinct payments products in the charge card and voucher, Live Payments delivers a complete taxi payments solution to meet the needs of every corporate user.