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Business Wire - Press Release



SAF-T-PAY Integrated at ShopFactory, a Global Leader in eCommerce Solutions with Over 203,000 Online Shops Created since 1996

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SAF-T-PAY Inc., a secure global e-payment system, announced today its integration with ShopFactory, a leading worldwide e-Commerce Software producer, with more than 203,000 online shops created since 1996. With this new partnership SAF-T-PAY will be available as a viable and secure payment alternative to all online merchants currently operating their shops with ShopFactory software. Additionally, SAF-T-PAY was integrated into GlobeCharge, the Payment Processing Partner of ShopFactory.

SAF-T-PAY's unique model allows e-banking customers and online shoppers to make e-commerce purchases worldwide directly through their local bank without having to disclose any personal financial information. Utilizing their banking and merchant partners, SAF-T-PAY enables international e-commerce transactions to be cleared

through the customer's existing bank, creating a completely secure and convenient way to shop globally, but pay locally.

ShopFactory has always been at the forefront of new e-commerce developments: They were the creators of the world's first Shop-in-a-Box solution, and the first to offer a do-it yourself e-commerce solution, integrated client-side technology, the ability to automatically create three dimensional online shops using the VRML language, and pioneers of a multi-lingual shop builder.

"We are very excited to be a part of ShopFactory and GlobeCharge's merchant- and shopper-friendly software solutions," said Dr. Fabian Wehler, General Manager SAF-T-PAY Germany & Eastern Europe. "SAF-T-PAY's strategic international expansion is well underway in important e-commerce markets throughout Europe, Latin America and North America, and our latest integration with ShopFactory demonstrates a worldwide consumer demand for SAF-T-PAY's unique online payment option," added Dr. Wehler.

"SAF-T-PAY fits right into our list of innovative ecommerce solutions, giving merchants a way to greatly expand their customer base, and online shoppers a completely secure way to shop with ShopFactory," said Mr. Michael Veith, CEO of ShopFactory. "Integrating SAF-T-PAY with GlobeCharge creates a very easy to use system and improved

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virtual shopping environment for customers and merchants alike," added Mr. Steffan Klein, CEO of ShopFactory.

For more information on SAF-T-PAY and ShopFactory, please visit their respective sites at: www.saftpay.com and www.shopfactory.com.

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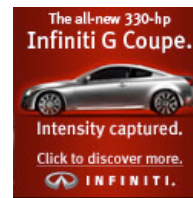
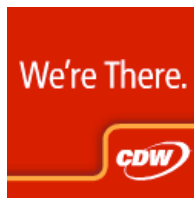
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