

SAF-T-PAY integrated at ShopFactory, a Global Leader in eCommerce Solutions with over 203,000 online shops created since 1996

MIAMI BEACH, Fla., September 12, 2007 – 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 to all online merchants currently operating their shops with ShopFactory software, providing their online shoppers with SAF-T-PAY as a viable and secure payment alternative. 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. Utilizing their bank partners and merchant partners through businesses such as ShopFactory, SAF-T-PAY enables international online-commerce transactions to be cleared through the customer's existing bank. This provides online shoppers, for the first time, with a completely secure and convenient way to shop globally, but pay locally. Customers will take comfort in not having to disclose any personal financial information completely eliminating the potential for international fraud.

ShopFactory has always been at the forefront of new e-commerce developments: Starting with the world's first Shop-in-a-Box solution, they were the first to create a do-it yourself e-commerce solution, the first to integrate client-side technology, now being made popular by Google. The company also pioneered a multi-lingual shop builder, and was the first to allow merchants to automatically create three dimensional online shops using the VRML language.

"We are very excited to have completed this agreement with ShopFactory and GlobeCharge, and to be a part of their extremely merchant- and shopper-friendly software solutions," said Dr. Fabian Wehler, General Manager SAF-T-PAY Germany & Eastern Europe. "Their success in this market through innovative ecommerce solutions is why SAF-T-PAY is the perfect choice for a completely secure payment system. They can now offer merchants and shoppers an absolutely fraud-free and easy-to-use payment option for domestic and international purchases," added Dr. Wehler.

The addition of SAF-T-PAY to ShopFactory's ecommerce solutions serves as another sign of their commitment to remaining a leader in providing online shoppers and merchants alike with the latest in secure e-commerce technology.

"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," said Mr. Manuel Montero, President & CEO, SAF-T-PAY.

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

About SAF-T-PAY

SAF-T-PAY – The Safe Internet Payment System – is a secure e-payment system that allows all online bank customers to make online purchases worldwide directly through their local bank. SAF-T-PAY specifically targets three core untapped e-commerce markets:

Shoppers afraid of online transactions with existing payment options due to identity theft or fraud.

Millions of overseas banking customers without a US issued credit card wishing to shop online with US merchants.

The 60% of the global online banking customers without a credit card of any type but the financial means to shop online.

More information on the company can be found at www.saftpay.com.

About ShopFactory

The first ShopFactory Shopping Cart version was released in 1996 by the 3D3.COM Pty Ltd – the makers of ShopFactory. Today, worldwide more than 203.000 shops have been created in 103 countries and in 35 languages with ShopFactory software. Some of the biggest companies in the world are using websites created with ShopFactory – and many of the smallest ones. More than 100 million people visit ShopFactory shops every month – placing orders for more than \$2.1 Billion each year. The company is located in Mulgrave, Australia, and holds offices in Germany, Benelux, France, and the USA.

More information on the company can be found at www.shopfactory.com.

Media Contact USA

Barbara Bibas
(001) 786/294-6411 Ext. 221
bbibas@saftpay.com

Media Contact Europe

Fabian Wehler
(0049) 521/78 44 805
fwehler@saftpay.com