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Bill2Phone – CardinalCommerce Partnership Offers Consumers New Payment Options

(July 14, 2010) San Antonio, Texas - BSG, the leader in innovative payment solutions, and CardinalCommerce, the leading enabler of payment brands, today announce the launch of BSG's Bill2Phone™ alternative payment system to Cardinal's Centinel® payment platform.

Bill2Phone™ gives eCommerce merchants the ability to reach over 100 million shoppers and provide them with an easy, interest-free way to buy goods and services online without the use of a bank account or credit card. The new partnership enables Bill2Phone to be implemented to any of Cardinal's merchant partners and prospects through their payment platform.

"Today's online shopper wants choices when it comes to how they pay for their online purchases. People want a fast, easy checkout experience that doesn't require them to remember passwords or log into an account each time they make a purchase," says John M. Reistrup, Senior Vice President of Marketing for BSG. "Bill2Phone gives consumers the freedom to securely charge their purchases to their phone bill without logins, interest charges or added fees. It's truly a hassle-free, quick way to pay."

"Launching Bill2Phone on the Centinel platform is a tremendous value-added benefit for Cardinal merchants," noted Michael A. Keresman, III, President and CEO of CardinalCommerce. "Our partnership with BSG creates an excellent opportunity to expand into new customer markets. Bill2Phone enables our merchants to give consumers what they're asking for: more payment choices and added flexibility when they buy online."

About BSG

Billing Services Group Limited is headquartered in San Antonio, Texas, USA and traded on the London Stock Exchange (AIM: BILL). For over 20 years, BSG has been a leading provider of clearing, settlement, payment and financial risk management solutions for the telecommunications industry, merchants and online stores. For more information on BSG, visit www.bsgclearing.com. To learn more about BSG's Bill2Phone alternative payment solution, visit www.bill2phone.com.

About CardinalCommerce

CardinalCommerce's global-leading technologies, Cardinal Centinel® and Cardinal MAX™, enable authenticated payments, secure transactions, and alternative payment brands for both eCommerce and mobile Commerce. CardinalCommerce's patented platform, Cardinal Centinel, allows merchants to accept all online payment methods, while providing access to other valuable products, independent of gateways, shopping carts, and processors. For more information, please visit www.cardinalcommerce.com.