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Bill2Phone Provides Non-Profits Boost to Fundraising Efforts

(August 2, 2010) San Antonio, TX - As non-profit organizations weather tougher economic conditions and increased competition for funds, most continue to grapple with how to increase or simply maintain existing donation levels. Creativity and options are the name of the game.

That's where BSG's Bill2Phone Giving program comes into play. Bill2Phone is a convenient, user friendly payment option that enables consumers to conveniently bill charitable donations directly to their (home) phone bill.

By offering donors this interest-free payment option, non-profit organizations gain access to more than 100 million potential donors, providing national and global charities with a strong lift in donation conversion.

Bill2Phone provides donors with an easy payment option that doesn't require the use of a credit card or the mailing of a check.

"BSG has been a strategic and trusted partner with the nation's largest telephone carriers for more than 2 decades," said Greg Carter, BSG's Chief Executive Officer. "BSG is leveraging the infrastructure we have built over the past quarter of a century to help charitable organizations increase their donations by offering existing and potential donors new options for giving."

Bill2Phone allows for both one time and recurring donations and offers a payment cap more than three times the amount allowed through wireless donations.

"Non-profits can use Bill2Phone in a variety of ways," adds Carter. "It can be used for online donations, for direct mail outreach, and both inbound and outbound telephone campaigns. It is a solution that just makes sense in today's world where consumers want choices that are fast, safe and secure."

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About BSG and Bill2Phone:

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. For more information on Bill2Phone Giving, visit www.bill2phone.com/verticals/giving.