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Contact: Jacalyn Lee
Public Relations
Aspen Marketing Services
212-431-5300 x4704
jlee@aspensms.com

Jorge Fernandes
Co-Founder & President, MobiBucks
650-906-3676
jfernandes@MobiBucks.com

**MOBIBUCKS ANNOUNCES LAUNCH OF MOBIBUCKS:
THE FUTURE OF CONTACTLESS MOBILE PAYMENTS**

Consumers Now Have Access to Free and Convenient Payment Solutions via Cell Phone

Mountain View, CA, April 17, 2007 – MonVia, a specialty firm that helps accelerate the growth of early stage start-ups, today announced the launch of MobiBucks, a mobile payment solution. With just a cell phone number and four-digit Personal Identification Number (PIN), consumers can now easily make free and secure cashless transactions on everyday purchases through MobiBucks.

Available in heavily-trafficked consumer locations, such as cafés, sandwich shops, gas stations, grocery stores, movie theatres and convenience stores, MobiBucks allows participating merchants and customers to access a payment system that mobilizes consumer cash and gift cards. Features of MobiBucks include:

- Ability to convert cash into electronic payments using a cell phone even if the cell phone may not be on-hand
- Uses the ubiquitous mobile phone number as a unique identifier, and a secure PIN to conduct commerce
- No need to force consumers to purchase a new cell phone and merchants can also keep their existing payment systems
- Eliminates critical issues related to cell phone payments such as running out of power and unsafe or unreliable conditions

“By using a device that approximately two billion people already have, MobiBucks’ patent pending technology is the ultimate solution and the future of mobile payment,” said Dave Barram, co-founder and CEO of MobiBucks.

“Through a soft beta launch, we were thrilled to discover that consumers love MobiBucks because it’s a free, convenient and fast way to pay without having their wallet on them,” said Jorge Fernandes, co-founder and president of MobiBucks. “As a result, we believe we can convert more than 50 percent of all cash transactions at these high traffic consumer locations.”

The MobiBucks process involves four easy steps:

- **One-time registration** – Register for a MobiBucks card, retailer's gift card or a combination MobiBucks card compatible with multiple retailers
- **Top-up** – Add money to a MobiBucks account in-store or online and as often as necessary
- **Make transactions** – Purchase at any time, whether it's daily, weekly or monthly
- **Check balances and transactions** – Check MobiBucks account at any time online or via cell phone

"Consumers tend to spend more when they are not using cash as a form of payment," added Fernandes. "With MobiBucks, merchants will be able to convert cash into electronic payments and ultimately increase sales."

From April 17 to 19, MobiBucks will be on-site at the Electronic Transactions Association's 2007 Annual Meeting & Expo at the Mandalay Bay Hotel & Resort in Las Vegas. Fernandes will be available to discuss this innovative payment solution at MobiBucks' booth, #1047.

About MobiBucks

Established by Jorge Fernandes, founder and former CEO of ViVOTech and Dave Barram, a Senior Silicon Valley Executive at Apple, Silicon Graphics and Hewlett-Packard, MobiBucks is a free, fast and secure mobile payment solution enabling consumers to make cashless transactions. MobiBucks is led by a combination of payment industry veterans and innovative entrepreneurs working together with leading edge retailers to create the next generation payment infrastructure. For more information, please visit www.MobiBucks.com.

About MonVia LLC

Founded by Jorge Fernandes and Mani Kulasooriya, MonVia is a specialty firm that provides investor, consultant and outsourced operations for early stage start-ups. The company assists founders in focusing on developing superior, innovative products, while managing all aspects of their business operations and investment needs. MonVia's leaders are entrepreneurs with more than 20 years of experience founding and running start-ups with an in-depth understanding of the common pitfalls faced by new ventures and the ability to help them translate great ideas to full-fledged implementation faster and cheaper. The goal of the company is to greatly reduce the risk of early stage investments by providing management oversight and reducing costs. As passionate entrepreneurs, the co-founders have worked at leading companies, including Yahoo!, Citigroup, ICGE, JP Morgan Chase and more. For more information, please visit www.monvia.com.

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