

ACCCELLS INTRODUCES A REVOLUTIONARY TECHNOLOGY PLATFORM

REMOVES CONSUMER ANGST OVER IDENTITY THEFT

PROVIDES LOW-COST, HIGH ROI MIGRATION PATH

FROM CARDS TO MOBILE MONEY

AcCells is unveiling its “Wise-Card®” mobile authentication technology at the GSMA Mobile Money Summit in Rio de Janeiro, Brazil, May 25-26, 2010

For Immediate Release

Rio de Janeiro, Brazil, May 25, 2010 – AcCells, a developer of innovative technology for the mobile payment industry, is introducing a breakthrough platform that effectively removes consumer angst over identity theft; dramatically reduces financial fraud losses for issuers, acquirers and merchants; and delivers these benefits with a low cost, high ROI system. Wise-Card® technology is the first step in a phased migration from cards to mobile money.

“With AcCells’ solution, FIs and banks can start out by uniquely authenticating the card holder, but without changing any part of the merchant’s POS system,” said Eduardo Shoal, AcCells’ CEO. “And consumers, who are more and more worried about identity theft, can use their mobile phone in a way that intuitively confirms that they are using a more secure payment system.”

AcCells' Wise-Card® technology renders obsolete the leading categories of fraud losses, including card-not-present, counterfeit, skimming and lost-and-stolen. Banks, Issuers and merchants win as a result, and consumers win by knowing that their stolen cards or card information will not be accepted for payment anymore.

“These first-phase benefits of AcCells’ system can make it cost effective for our partners from day one,” Shoal noted, “but even more value is created as our partners utilize the genius of our system to migrate toward a fully secured mobile payment onsite and on the web, as plastic cards become a thing of the past”.

About AcCells

AcCells was launched by seasoned and prominent entrepreneurs to commercialize breakthrough innovations for all phases of mobile money. The Company’s synergy with the long term vision of ubiquitous NFC enables it to be a powerful partner **today** with ambitious companies who see mobile money as a key tool to grow their business. AcCells’ technology is the subject of multiple pending patent applications.

For additional information about the company, please email info@accells.com or visit our website at www.accells.com