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BilltoMobile Delivers Direct Mobile Billing to AT&T Customers

BilltoMobile's Service enables AT&T's Wireless Subscribers to Charge E-commerce Purchases Directly to Wireless Accounts

San Jose, Calif. – Oct. 28, 2010 – For mobile phone users, making purchases online will soon become even more convenient. [BilltoMobile](#) today announced an agreement with AT&T* to provide their Direct Mobile Billing payment service to AT&T's wireless subscribers as part of a trial – enabling customers to charge purchases made online directly to their existing wireless service account.

“We’re excited to collaborate with AT&T and offer their customers the benefits of a convenient, user-friendly mobile payment solution,” said Jim Greenwell, CEO, BilltoMobile™. “This form of billing is the logical next step in the e-commerce mobile payments landscape that BilltoMobile™ and our strategic investor, Danal Co., Ltd, have pioneered for the past several years.”

BilltoMobile’s growing list of participating online merchants will provide AT&T subscribers with access to mobile payments on several top online digital goods and services sites.

BilltoMobile™ continues to attract major online merchants with its secure Direct Mobile Billing approach. Merchants find that offering mobile payments drives significant incremental revenue from a wide variety of consumers and for a lot of different reasons including convenience, security and accessibility.

BilltoMobile™ provides a convenient and secure payment option for mobile-centric consumers, and the interface requires no registration, no set up, no application or downloads and no association with other financial instruments, such as credit or bank cards. Purchases completed with participating merchants are easy and secure, and take only two steps and mere seconds to complete. Plus, consumers don’t have to expose sensitive account numbers to use the BilltoMobile™ payment service.

BilltoMobile™ is a payments solution at the forefront of the global evolution in alternative e-commerce payments. For more information on BilltoMobile’s carrier partnerships, or to learn more about the BilltoMobile™ Direct Mobile Billing platform, please visit <https://www.billtomobile.com/>.

** AT&T products and services are provided or offered by subsidiaries and affiliates of AT&T Inc. under the AT&T brand and not by AT&T Inc.*

About BilltoMobile™

Headquartered in San Jose, Calif., BilltoMobile is an alternative online payment provider at the forefront of the global e-commerce mobile payment evolution. In 2010, BilltoMobile became the first and only alternative payments company to offer a non-Premium SMS-based, “Direct Mobile Billing” (DMB) service with two major U.S. carriers and is now partnering with online digital goods and services merchants to take e-commerce mobile payments to the next level. With strong security, merchant and consumer self-serve access to real-time transaction views and reporting - plus competitive merchant rates that are unprecedented in the U.S. - BilltoMobile is leading the way for mobile payments to become a mainstream, preferred alternative online payment method. BilltoMobile is a privately-held U.S. company, in partnership with its strategic investor and majority shareholder, Danal Co., Ltd (Seoul, South Korea). Danal is the global pioneer in the development of the financial-grade mobile payment service known as “Direct Mobile Billing”. With 14 mobile carrier DMB integrations in Korea, Taiwan and China, Danal leads the e-commerce mobile payment segment globally. The company has processed an unmatched ~\$3 Billion in DMB transactions with its 10,000+ online merchant partners since the company first launched its groundbreaking service in 2000 in Korea.

Further details about BilltoMobile and information on becoming a merchant can be found by contacting merchants@billtomobile.com or calling (408) 232-3300.

For more information on BilltoMobile, please visit the following sites:

- Website: www.billtomobile.com
- Twitter: twitter.com/billtomobile

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