



Press Release

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BingoLotto.se connects to DIBS mobile payment solution

DIBS, the leading provider of payment solutions for e-commerce, has signed an agreement with BingoLotto. They will use DIBS' payment solution to offer customers to pay and play bingo and scratch cards via smartphones.

- Bingo is available online since many years. Thanks to DIBS' payment solution, we are now launching the first Bingo on smartphones in Sweden. This makes our Bingo available via mobile phones and tablet computers wherever our customers are. We believe this is a simple and fun way to take advantage of our offering, says Carl Ståhle, chief operating officer at BingoLotto.se.

- We chose DIBS as their solution for mobile payments worked well with our existing payment solution online. With only a few steps the customers make safe deposits to their account with VISA or MasterCard via DIBS. Mobiles, iPads and mobile payments fit well with games, and we expect that more than 10% of sales will be in mobile devices by 2012, said Carl Ståhle.

BingoLotto is one of Sweden's most popular games. Five years ago they launched an Internet version and now they are taking the leap into smartphones.

- With DIBS' payment solution it is easy to drive sales in multiple channels, and we are very pleased to get the trust to handle payments for BingoLotto in mobiles, says Eric Wallin, CEO of DIBS. In our study DIBS E-Commerce Survey 2011, we see that 70% of e-shops have not yet launched a mobile site to their customers. With its mobile solution BingoLotto shows that it is possible to use the phone also for efficient card payments.

For more information please contact

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