



## **ONLINE BOOKSELLER GIANT SAXO.COM LAUNCHES FIRST MOBILE BOOKSTORE FEATURING MOBILE PAYMENT**

### *Customers Can Browse and Purchase Books Using Their Cell Phones*

**MIAMI, June 10, 2008**--- SAXO.com, Denmark's first and largest online bookstore today unveiled their mobile shop based on Cellpoint Mobile's mPoint technology and DIBS payment system. The Danish payment clearinghouse, PBS, has approved this innovative mobile service.

With this launch, SAXO.com becomes the first bookstore using the mobile phone to reach its customers. Customers can access this new mobile store from any mobile phone simply by sending the txt message "saxo" to a Danish short number. The customer will then receive a txt push message taking them to the mobile store where they, on their mobile phone, can browse and purchase books.

"We are now ready with our first phase of the mobile shop, which allows customers to reach us anywhere at any time. This is a strategic initiative for us as we aim to develop ways to enhance customer service through new mobile media. Cellpoint Mobile and DIBS has been great partners throughout this project and we are looking forward to expanding the partnership moving forward," said Kim Holmgaard, vice president of SAXO.com.

Holmgaard added, "Our focus is and has always been to provide convenient access to great books. We expect over time, mobile technology and PCs will most probably merge into one and sales generated via mobile phone will equal to online sales. It will be exciting to explore new opportunities through the mobile channel which is expected to make it even easier for our customers to get access to great books."

"We are especially excited with Saxo.com's mobile shop as it is the first to launch using our mPoint system," said Kristian Gjerding, CEO of Cellpoint Mobile. "Since we introduced mPoint in April, many companies have contacted us interested in offering mobile payment for their customers. Currently, we are working with several clients across Europe getting ready to launch their new mobile services including The Danish Railroads, The Royal Danish Theater and Avis."

According to Jesper Lohmann, director of DIBS Payment Service, "We are please to be a part of the launch of a secure and certified payment service on the mobile phone and we expect many DIBS customers will be interested in adapting this new payment service. I think that there is a big up sales opportunity for many types of products by offering customers the option to pay with their mobile phone."

"At PBS, we are looking forward to seeing Internet sales being further stimulated by enabling payment over the mobile phone the same way consumers now do on their computer. By enabling mobile shopping, you can reach new demographics and offer

interesting services that are enticing for consumers thus increasing spontaneous sales,” added Peter Stougaard, director of partner sales at PBS.

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**About SAXO.com:**

SAXO.com is Denmark’s largest Internet bookstore. We are enthusiastic about selling books and to be booklovers’ preferred website. The company has about \$20 million in annual revenues.  
[www.SAXO.com](http://www.SAXO.com)

**About Cellpoint Mobile:**

Cellpoint Mobile is a provider of mobile solution offering simple, reliable, and empowering wireless products to improve sales, efficiency and significant cost savings to companies. Cellpoint Mobile supplies global brands with turnkey mobile value added marketing services enabling businesses to engage in a focused dialogue with their customers. With rapid growth, Cellpoint Mobile is positioned to supply access to mobile users in Europe and North America where they have been established since 2002.

Contact:

Kristian Gjerding, CEO

[kristian.gjerding@cellpointmobile.com](mailto:kristian.gjerding@cellpointmobile.com)

+1 305 206 2336

[www.cellpointmobile.com](http://www.cellpointmobile.com)

**About DIBS Payment Services:**

DIBS Payment Services is the Nordic leading supplier of secure, functional, and innovative online payment services for business and commerce. DIBS manages transactions for more than 6,000 customers across Northern Europe. DIBS is listed at First North and feature the HQ Bank as a certified adviser.

**About PBS:**

PBS is a mover of monies and information between private companies and government institutions, millions of dollars passes through our system each day. PBS develops and manage payment and information systems and are among the leading vendors of such systems in the Nordic countries. PBS has 850 employees across Denmark, Sweden and Norway.