



BOKU Announces Direct Mobile Billing Across Korean Carriers with Mobilians Partnership

Alliance provides BOKU with access to one of the largest digital content markets in the world and enables Korean publishers to extend their business outside Korea for the first time

October 26, 2010 - San Francisco, CA — BOKU Inc, the global leader in mobile payments, announced today that it has launched a strategic partnership with Mobilians (KOSDAQ: 046440.KQ) offering Korean customers a direct carrier billing connection to BOKU's vast network of online goods and services.

This service allows Korean customers to make purchases on websites by entering their mobile number and charging directly to their wireless phone bill across all Korean carriers. Through this agreement, Korean customers can now pay for virtual goods and online content from BOKU's participating merchants using the BOKU's mobile payments service. A direct connection between BOKU and Mobilians provides a value-added service to Korean online consumers and merchants, including a secure payment mechanism that is both convenient and easy to use.

"Mobilians is a leader in Korea's mobile payments market, one of the largest and most advanced in the world," said Mark Britto, CEO of BOKU. "This collaboration is an opportunity to connect with the tech savvy Korean mobile phone market and is a significant step to BOKU opening up to the larger Asian marketplace. Our union will undoubtedly provide our new Korean customers with added value and options."

"We're looking forward to embarking on this exciting new relationship with our American counterparts," said Jason Lee, General Manager of Global Business for Mobilians. "We went through a careful due diligence process to identify a global, mobile payments provider focused on security, simplicity as well as a first class marketplace; BOKU is a great fit."

BOKU markets their mobile payment service to online merchants and publishers on a global scale. The BOKU service enables merchants and publishers to drive incremental revenue by offering carrier billing as a payment option to their customers. BOKU is connected to over 220 mobile operators in 64 countries, and provides access to over 2 billion potential customers who can pay by mobile. The process for making a payment is simple and convenient - users simply click BOKU to purchase and then 1. Enter their mobile number, 2. Receive a text message to confirm, and 3. Reply with the letter "y."

About Mobilians:



Mobilians Co., Ltd. (KOSDAQ: 046440.KQ) is a major m-Commerce solutions provider based in Seoul, South Korea. It offers direct carrier billing services via online and mobile payment. As the first in the world to deploy this type of service and now with over 50% market share in country, Mobilians Co., Ltd. is a well-known, established payments leader. Mobilians processes millions of secure, real-time transactions each month, working with thousands of online merchant partners, and all the major mobile phone carriers.

About BOKU:

BOKU is creating the standard for online payments using your mobile phone, making it easy to pay for digital goods and social experiences across the web. With a strong focus on reliability and security, BOKU's goal is to bring bank-grade payments technology and mobile users together on the web, creating a trusted, viable and accessible market for consumers, publishers and carriers alike. Based in San Francisco with offices in Europe, Asia and Latin America, BOKU reaches over 2 billion consumers worldwide, and is funded by leading Silicon Valley entrepreneurs and venture capitalists Benchmark Capital, Index Ventures, Khosla Ventures, DAG Ventures and Andreessen Horowitz. For more information, please visit BOKU.com.

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Useful Links:

BOKU website: <http://www.BOKU.com>

Media Kit: <http://www.BOKU.com/press/media/>

Mobilians Website: <http://www.mobilians.co.kr/english/>

Contact Information

For BOKU, Inc. in the United States
David Speiser, 650-515-6635 (Media)
david@drs650.cm