

30 Oct 2008

**e-pay Asia Limited  
("e-pay Asia" or the "Company")****e-pay Asia Limited appoints Dato' Hassan as Executive Chairman, e-pay Malaysia**

e-pay Asia Limited (EPY) today announced that former EPY director and co-founder of e-pay Malaysia, Dato' Hassan, has been appointed Executive Chairman of e-pay Malaysia, the core subsidiary of EPY. Dato' Hassan was previously a Director of EPY from December 2006 until February 2008.

EPY Chairman Jack Tan said the appointment is a continuation of the recent EPY strategic changes and will allow the company to focus on developing its core business in Malaysia.

"Dato' Hassan has a strong history with EPY and is highly experienced in telecommunications in Malaysia. We believe this appointment is an important step in our growth plans for our Malaysian business."

Dato' Hassan is a Director of e-pay (M) Sdn Bhd and e-pay Pakistan. He has over 20 years' experience in the telecommunications industry and was sales & marketing director for Telemas Corporation Sdn Bhd. He was previously employed by Scopetel Sdn Bhd and held various marketing roles at Caltex Malaysia Berhad, Sapura Group of Companies. He holds a Bachelor of Business from Ohio University and an MBA from the Asian Institute of Management, Philippines.

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**ABOUT e-pay Asia Limited**

e-pay Asia Limited is one of the leading providers of electronic top up services for prepaid mobile users in South East Asia. The e-pay Asia's electronic top up services operates in 3 countries namely Malaysia, Thailand and Pakistan with approximately 15,000 point of sales. e-pay Asia processes more than 100 million prepaid mobile top up transactions per year.

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