Press Release
Spark ATM Systems (Pty) Ltd
September 21, 2006

Spark ATM Systems enters dynamic ATM market

Spark ATM Systems has begun the rollout of a new network of convenience ATMs to satisfy South Africa's ever-growing demand for cash. The new-look ATMs, which use the cellular GPRS network to slash communication costs, are aimed at sites overlooked by the traditional banks.

"People have an endless need for convenient cash," says Spark ATM Systems founder Marc Sternberg, "but in South Africa banks will usually only install ATMs in locations with very high transaction volumes. In other countries consumers are used to seeing ATMs in every possible location; we aim to create the same convenience here."

Sternberg says many site owners are already experiencing the benefits of hosting their own machines. "In-store ATMs attract people because they're convenient and secure," he says. "Then once people have withdrawn cash they tend to spend more of it in the store. It's also a revenue-generating opportunity for the merchant who is paid a rebate per withdrawal."

What has really unlocked the market, adds Sternberg, is that ATMs are now cost-effective to install in most places. "We owe a lot to South Africa's world-class high-speed wireless infrastructure," he says. "If our only option was landline communications, many of the sites we're going into wouldn't make practical or financial sense. The national GPRS network makes it easy to put an ATM anywhere there's an electrical power point."

Spark ATM Systems is using the CellPAD communications device from Datalinx Technologies in all its ATMs, which are imported from a major overseas manufacturer. The CellPAD, a GPRS-based point-of-sale and transaction processing device, has two SIM cards to ensure maximum uptime by automatically switching to whichever network has the best coverage.

"We worked closely with Datalinx to integrate the CellPAD with our ATMs," says Sternberg. "The technology is robust, reliable and affordable; it's been an excellent decision."

Sternberg says the timing for Spark ATM's entry into the market couldn't be better. "There's more cash in circulation in South Africa than ever before. Our ATMs look great and their unique user interface allows for more pleasant transacting. Combine this with our great team and dedication to the best possible customer service and we believe we've got a winning formula"

Ends.

About Spark ATM Systems (Pty) Ltd
Spark ATM Systems is an independent ATM deployer offering convenient ATMs to merchants in the retail, leisure and hospitality industries. Spark ATM's business is built around a simple proposition: offer consumers access to their cash in a friendly, safe and convenient location, and allow all the benefits of this to flow directly back to the merchant hosting the ATM. Spark ATM Systems' turnkey offering includes ATM and signage installation, transaction processing and switching, technical and call centre support, merchant training, ATM monitoring and daily settlement, reconciliation and reporting.

About Datalinx Technologies (Pty) Ltd
Datalinx develops and supplies innovative wireless communications technologies. CellPAD, its flagship product, is a GPRS-based point of sale and transaction processing device that offers a trouble-free communication solution for the most demanding environments. Due to the

broad coverage of the cellular networks, CellPAD operates in regions where other communication systems do not work. CellPAD supports debit and credit card payments, ATM transactions and value added services such as sales of pre-paid airtime, electricity and third party account payments.

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