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**MOBILE PAYMENT FORUM ANNOUNCES NEW MEMBERSHIP CATEGORY**

***Emerging Company Membership Category Approved by New 2006-2008 Board of Directors***

WAKEFIELD, Mass., Jan. 10, 2007 – The Mobile Payment Forum (MPF), a global cross-industry alliance of key organizations from the mobile and financial industries dedicated to the advancement of mobile (m) commerce, today announced the addition of a new category of membership for the organization, the Emerging Company Membership category. The Emerging Company Membership category is available to companies that have been in operation for less than two years, and who have less than twenty-five employees.

Companies that are eligible to join at the Emerging Company Membership level, at a cost of \$2,000 per year, will receive the benefits available to the Associate Members of the Mobile Payment Forum. These benefits include the opportunity to participate on the Forum's working and activity groups, access to the members-only portion of the MPF website, and the opportunity to attend any MPF member meetings or plenary meetings. The Mobile Payment Forum's other membership categories are International Payment Systems Company Members (available to payment card companies only); Principal Members, who receive a vote on the MPF Steering Group and who are eligible to run for the Board of Directors; and Associate Members.

“We are pleased that so many new companies are working on exciting developments in mobile payments,” said Simon Pugh, president of the Mobile Payment Forum. “Our new membership category will allow smaller, emerging companies to take advantage of the MPF's global and cross-industry membership base to address the areas of mobile payment that interest them, and also offer the MPF fresh insight from a host of new voices in the industry.”

**About the Mobile Payment Forum**

The Mobile Payment Forum brings together leading organizations from the mobile and financial industries to create a foundation for standardized, secure and authenticated mobile payments. Our members bring extensive experience in creating interoperable global payment standards and specifications and a knowledge of payments in emerging channels. Membership includes key financial institutions, telecommunications operators, wireless-device manufacturers, merchants, content providers and software and hardware developers and vendors. The Mobile Payment Forum is a non-profit membership organization, incorporated in the state of Delaware in the United States.

For further information, visit the Mobile Payment Forum Web site at [www.mobilepaymentforum.org](http://www.mobilepaymentforum.org).

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