

## **PLDT's SWUP now serves all credit, debit cards**

**MANILA, Philippines, October 28, 2009** - The Philippine Long Distance Telephone Co. has introduced the first and only service in the country that allows merchants to swipe all ATM debit and credit card brands using a single wireless card terminal, maximizing the POS machine and minimizing lost sales opportunities.

Called Shops.Work Unplugged (SWUP), this new service is a ground-breaking innovation done through strategic partnerships with major acquirer banks.

“SWUP operates on a portable payment system that takes advantage of the mobility and convenience of wireless data technology to process sales from practically anywhere,” said PLDT Customer Sales and Marketing Group Head Eric Alberto.

Alberto said SWUP makes wireless card transactions easy for both vendors and clients, especially in remote areas where there are scant or no banks to withdraw cash from. This is because SWUP runs on the same wireless network that powers Smart which covers practically the entire archipelago.

PLDT Corporate Business Group Head Nerissa Ramos said SWUP now accepts major card brands such as Visa, MasterCard, JBC, American Express and Diners Club International as well as Visa Electron, MasterCard Electronic, Megalink, and Express Payment System. “With SWUP, PLDT empowers retailers and merchants to process payments in whatever form the consumer wishes. This great convenience makes purchases easier and therefore maximizes sales opportunities.”, Ms. Ramos explained.

SWUP also boasts of security features that make it better than wired credit and debit card POS terminals which rely solely on the host bank's security system.

PLDT Corporate Business Solutions Head Vic Tria elaborated, “The service is the only GPRS-based solution in the country to use a private and secure technology - Multi Protocol Label Switching or MPLS - as its transaction medium rather than the public Internet which is prone to viruses and hackers.” “With SWUP, merchants, retailers, and consumers are assured that card transactions are protected by best-in-class technology”, he added. PR

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## **About PLDT**

PLDT is the leading telecommunications service provider in the Philippines. Through its three principal business groups - wireless, fixed line, and information and communications technology - PLDT offers the largest and most diversified range of telecommunications services across the Philippines' most extensive fiber optic backbone and wireless, fixed line and satellite networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

Further information can be obtained by visiting the web at [www.pldt.com.ph](http://www.pldt.com.ph).

### **Contact persons:**

**Ramon R. Isberto**  
PLDT Spokesperson  
Tel. No.: +63 2 5113101  
Fax No.: +63 2 5113100

**Horace A. Lavides**  
PLDT Senior Manager  
Tel. No.: +63 2 8168684  
Email: [halavides@pldt.com.ph](mailto:halavides@pldt.com.ph)