



CONTACT:

Rome Lopez

Marketing Manager

Tel: 632 887 0088, 887 2288

Mobile: 63917 507 3754

Email: rome.lopez@asiapay.com

FOR IMMEDIATE RELEASE

Jollibee launches its online payment service with AsiaPay

Jollibee, the country's largest and leading fast-food chain, launches its online payment service with AsiaPay, an electronic payment solution and technology provider in Asia and the company behind PesoPay, allowing Jollibee's online delivery website to accept and collect credit card payments online.

November 21, 2011, Philippines – Jollibee Foods Corporation, the country's largest fast-food chain, launches its online payment service with AsiaPay, an electronic payment solution and technology provider in Asia and the company behind PesoPay, to allow Jollibee's online delivery website (www.jollibeedelivery.com) to accept and collect credit card payments online.

"AsiaPay's industry experience combined with the robust PesoPay platform and ready-made shopping cart integration, made them our ideal partner for online payment processing," said Sarwar Faruque, Project Manager – Digital Media Group of Jollibee Foods Corporation.

The integration of AsiaPay's payment platform for the Philippine market, PesoPay, allows Jollibee to offer its customers to pay online using their credit cards with confidence and ease, therefore complementing Jollibee's three-step ordering process. Additionally, PesoPay's anti-fraud management tools will enable Jollibee to facilitate online payments securely, thereby detecting and preventing fraud before it happens.

"Our mission to provide secured and advanced online payment technologies to the market has been achieved with the successful launching of Jollibee's online payment service for its online delivery website. Enabling Jollibee customers to make payments online, completes the whole electronic ordering cycle while adding value by providing security and ease of use. PesoPay is a powerful tool to all businesses regardless of nature and size, it is the only online payment service with fraud monitoring and other value-added features that are substantial to the security and productivity of online businesses," comments Mr. Joseph Chan, CEO of AsiaPay.



The organic growth of AsiaPay is paving the way to more geographic and industry coverage as it starts to penetrate the Food and Beverage industry. AsiaPay currently has 11 offices in 9 countries servicing the Airlines, Hospitality, Bank / Financials, Retail, Non-profit Organizations, Telco, Insurance, Group Buying, and many other industries.

About AsiaPay

Founded in 2000, AsiaPay, a premier electronic payment solution and technology vendor and payment service provider, strives to bring advanced, secured, integrated, and cost-effective electronic payment processing solutions and services to banks and e-businesses in the worldwide market, covering international credit card, debit card and other prepaid card payments. AsiaPay is an accredited payment processor and payment gateway solution vendor for banks, certified IPSP for merchants, certified international 3D-Secure vendor for Visa, MasterCard, American Express, and JCB. AsiaPay offers its variety of award-winning payment solutions that are multi-currency, multi-lingual, multi-card, and multi-channel together with its advanced fraud detection and management solutions. Headquartered in Hong Kong, AsiaPay offers its professional e-payment solution consultancy and quality local service support across its other 9 offices in Asia including: Thailand, Philippines, Singapore, Malaysia, Mainland China (3), Taiwan and Vietnam. For more information, please visit www.asiapay.com.ph and www.pesopay.com.

About Jollibee Foods Corporation

Jollibee is a phenomenal success story: what began as a two-branch ice cream parlor in 1975 offering hot meals and sandwiches became incorporated in 1978 with seven outlets to explore the possibilities of a hamburger concept. Thus was born the company that revolutionized fast food in the Philippines.

Through the years it worked its way up to become the country's leading fast food chain and in 1993, Jollibee became the first food service company to be listed in the Philippine Stock Exchange; thus broadening its capitalization and laying the groundwork for sustained expansion locally and beyond the Philippines. Jollibee has grown exponentially on all aspects on operation. From a handful of stores 32 years ago, Jollibee now boasts of more than 700 stores and over 50 international stores.

Jollibee has dedicated its continuous success to the Filipinos who have been there from the very start. Jollibee is so well-loved – that every time a new store opens, especially overseas, Filipinos always form long lines to the store. It is more than home for them. It is a stronghold of heritage and monument of Filipino victory.

For more information, please visit www.jollibee.com.ph.

-END-