



**BPAY Pty Ltd** ABN 69 079 137 518  
Level 6, 1 York St Sydney NSW 2000 Australia  
GPO Box 3571 Sydney NSW 2001 Australia  
T: (02) 8252 0500 F: (02) 8252 0555  
[www.bpay.com.au](http://www.bpay.com.au)

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## **MEDIA RELEASE DECEMBER 2007**

### **FROM INFANCY TO ICON, BPAY CELEBRATES A MILESTONE BIRTHDAY**

November 18, 2007 marks BPAY's 10-year anniversary. Remarkably in such a short time, BPAY has become not only the most popular bill payment service in Australia, but also one of the country's most recognised brands.

We are proud to be part of this milestone, which at its core is a true collaborative success. From modest beginnings with 37 billers, consumers can now pay over 15,000 bills using the BPAY service.

In fact, in July 2007, \$11.2 billion worth of BPAY payments were processed with 77 per cent of these payments now made via the Internet.

According to BPAY General Manager Andrew Arnott, much of the scheme's success can be attributed to its core values established 10 years ago – it is quick, easy, convenient and secure.

What began as an innovative and secure phone bill-paying scheme has grown into a pioneering approach to technology. It didn't take long for BPAY to offer electronic bill payment via the Internet, then introduce electronic bill presentment with BPAY View in January 2002.

We know that our customers want a choice when it comes to bill payments, and the iconic bold 'B' represents a hassle-free, time-saving option to pay bills any time of the day or night, on any day of the year, from anywhere in the world. BPAY's tagline – The Way Australia Pays - succinctly captures the consequence of 10 years of innovation.

And the future of BPAY may very well be defined by the younger generation who are starting to receive their first bills...they may never own a cheque book, let alone learn to balance it. Internet banking, with its services like BPAY, means that pen to paper may never happen at bill payment time again.

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**BPAY Pty Ltd is a wholly owned subsidiary of Cardlink Services Limited (CSL) which is owned by the four major banks, St George and BankWest. The Directors of BPAY Pty Ltd are appointed by these banks to supervise BPAY affairs. BPAY Pty Limited has no direct relationship with billers or end consumers.**

For more information, visuals or an interview, please contact:

Christine Gotz

Peer Group

0403 077 605

[cgotz@peergroup.net.au](mailto:cgotz@peergroup.net.au)