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Launching money transfer via mobile phone service

Dubai - Jul 14, 2010: Leading UAE payroll processor Workers Equity Holding (WEH) and mobile solutions provider Luup Monday joined forces to bring a comprehensive mobile money transfer (remittance) solution to the market. Ibrahim Darraz, General Manager, WEH, said that this service will be offered in cooperation with the UAE Central Bank.

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About LUUP International:

Luup is a leader in mobile payments solutions and provides business strategies that enable organisations to transform the way financial services are delivered. Luup combines a highly experienced team with innovative technology, giving customers access to new cost-saving and revenue-generating solutions. The company devises strategies for financial institutions such as Deutsche Bank Global Transaction Bank, MoneyGram International and leading UAE bank, the National Bank of Abu Dhabi. Luup has been developing and operating mobile payments solutions since 2002. For additional information visit the Luup website.

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