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## Agreement allows 300,000 workers to transfer their money via mobiles

**Dubai - Jul 14, 2010:** Leading UAE payroll processor Workers Equity Holding (WEH) announced that it has joined forces with mobile solutions provider Luup to bring a comprehensive mobile money transfer solution to the market. The agreement opens way for WEH's customers to seamlessly remit money home from their mobiles.

### ENDS ###

### **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.

### **For media enquiries, please contact:**

Grace Sescon  
Office: +971 (4) 447 2501  
E-mail: [grace@tcf-me.com](mailto:grace@tcf-me.com)

THECONTENT|FACTORY  
<http://www.tcf-me.com/>