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Adyen enters us market with next generation internet payment solution

Leading Provider of E-Commerce Solutions in Europe Now Provides U.S. Companies One Stop Access to Global Markets

BOSTON, Mass. – April 5, 2010 – Adyen Inc., a leading provider of global Internet Payment and e-commerce solutions, announced today the expansion of the company and its solutions to the U.S. marketplace. Adyen, the pre-eminent provider of next generation **Internet Payment Solutions** in Europe, is now expanding operations to the U.S. market based on overwhelming merchant demand.

Adyen was started and funded by the founders of Bibit which was successfully acquired by the Royal Bank of Scotland (RBS Group) in 2004. Adyen executives include Chief Executive Officer, Pieter van der Does, President of North America Peter Caparso, Chief Commercial Officer, Roelant Prins and Chief Technology Officer Arnout Schuijff. Taking a fiscally responsible approach, Adyen executives wanted to achieve profitability before formally launching the company in the United States.

“With the advent of the Adyen Internet Payment Solution, we have established the next generation **e-commerce payment solution** for mid, large and enterprise e-commerce merchants,” said Peter Caparso, President of North America, Adyen Inc. “With an experienced team which has previously built two payment platforms, we were first in Europe to introduce real-time **global interchange-plus pricing** for credit cards. We provide a one-stop shop for accepting **Internet payments** world-wide with one contract and one connection while operating in a non-exclusive environment, providing our merchants complete control.

“E-commerce is an important and growing market opportunity for our merchant processing partners,” said Donald Boeding, President, Merchant Services at Fifth Third Processing Solutions (FITB). “Our customers rely on us as their partner to provide innovative solutions to help them grow their business. The Adyen Internet Payment Solution helps enable our customers to offer a broad-base of payment solutions for their expanding business needs and desire to access new markets.”

Adyen’s Internet Payment Solution enables e-commerce merchants to significantly increase **online conversion rates** by providing a more effective and user-friendly experience to consumers. Adyen’s unique skin technology gives merchants complete customization of the payment pages while assisting in **PCI compliance** by outsourcing certain responsibilities to Adyen.

Nick Holland, Senior Analyst, Aite Group, LLC, said “Adyen offers a compelling merchant value proposition based around transparent interchange fees, user-friendly diagnostic capabilities and a streamlined customer checkout experience.” Adyen has relationships with key U.S. and international financial institutions, providing merchants access to top-tier credit and debit offerings in the Americas, the United Kingdom, Europe and parts of Asia. The Adyen Internet Payment Solution is available today. To learn more, contact Adyen sales at www.adyen.com

About Fifth Third Processing Solutions

Fifth Third Processing Solutions, LLC delivers innovative payment transaction processing and acceptance solutions to create and support complex payment strategies for merchants, businesses, and financial institutions around the world. A pioneer in card payment acceptance in the early 1970s, Fifth Third Processing Solutions is headquartered in Cincinnati, Ohio and is a joint venture with Advent International and Fifth Third Bank, a subsidiary of Fifth Third Bancorp (FITB)

As a premier full service payment solutions provider, the Company provides servicing solutions and product engineering for financial institutions’ and retailers’ credit card, debit card, merchant and private label programs processing over 33.3 billion ATM and point of sale transactions and over \$315.5 billion in debit and credit card sales volume annually. The Company supports over 180,000 merchant and financial institution locations and 11,000 ATMs in 44 states and 11 countries. According to the Nilson Report (March 2009), the Company is the fourth largest U.S. merchant purchase transaction acquirer. Learn more at www.FTPSLLC.com.

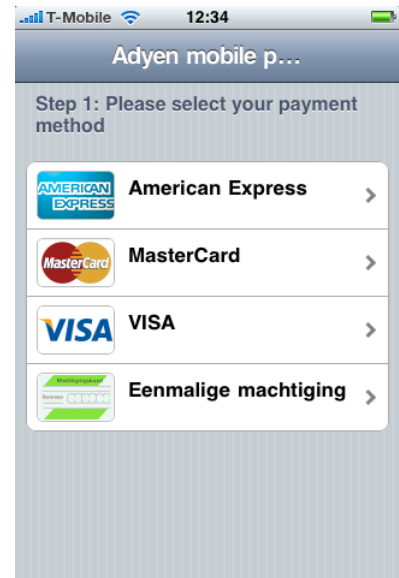
About Adyen Inc.

Adyen Inc. is the leading provider of global Internet payment and e-commerce solutions for mid, large and enterprise e-commerce merchants. Adyen’s revolutionary Internet Payment Solution enables merchants to significantly increase online conversion by optimizing the online payment process. This “one-stop” solution can be implemented within days and connects companies to global customers through a growing offering of payment methods. To learn more, please go to www.adyen.com

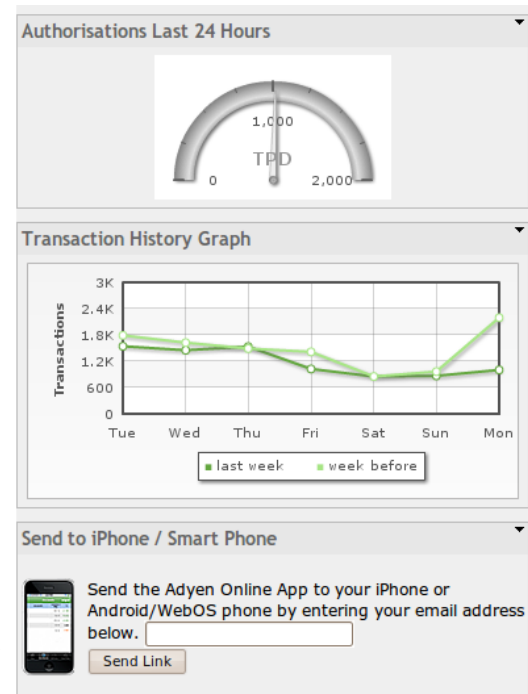
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Consumers Can Purchase on iPhones



Real-time Insight into Payment Behavior

