



Adyen Chosen to Power Payment Infrastructure for MyBet

JAXX Group Outsources Payments across All its Online Gaming Brands

AMSTERDAM, 3 May, 2011 – [Adyen](#), the fast-growing provider of next generation Internet payment solutions, has today announced that JAXX Group, one of the original pioneers of online gaming with brands such as myBet.com and JAXX.com, has chosen to fully outsource its entire international payment acceptance infrastructure to Adyen. The Adyen platform will now host the payment pages for all the brands that fall under JAXX Group, relieving the burden of PCI compliancy.

Founded in 1998, the JAXX Group is one of the world's leading online gaming companies and through its online gaming sites, myBet.com and JAXX.com, has established a significant presence in Europe. The company has been listed on the German Stock Exchange since 1999, and has more than two million players registered worldwide. Having originally piloted Adyen for its JAXX.com website, JAXX Group has now taken the decision to now outsource all payments to Adyen.

"We first implemented Adyen a couple of years ago and were so impressed with the functionality that we've decided to integrate the system across our entire business unit," said Jens Podewski, Head of Payments, JAXX Group. "A key element for a company of our size was the chance to hand over compliancy responsibility to a specialist, which allows us to focus on what we do best.

myBet.com and JAXX.com are the latest in a long line of online gaming operators that have selected Adyen as their payment service provider. A fresh approach to payments, focused on fully customisable, hosted pages with the capability to analyse real time financial data has proved to be highly suited to the fast-paced nature of the online gaming sector.

"We are delighted to announce that we are intensifying our partnership with JAXX Group, a top online gaming company with a business reach across Europe," explained Roelant Prins, Chief Commercial Officer, Adyen. "We have been working hard to advance our platform in a number of key areas, and can also formally announce that we have recently added PaySafeCard to our payment options which will give our customers an even greater choice of payment services."

For more information please visit Adyen's website www.adyen.com or via these links:

Twitter: <http://twitter.com/AdyenPayments>

LinkedIn: <http://www.linkedin.com/company/adyen>

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About Adyen

Adyen 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 merchant 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

About JAXX

The companies of the JAXX Group cover the entire spectrum of the games and gambling industry throughout Europe. Depending on national regulatory structures, they broker or market sports and horse betting, lotteries, and casino and poker games. The shares of JAXX SE have been traded at Deutsche Börse since 1999 under ISIN DE000A0JRU67.

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