



Press Release

Former Open Champion Paul Lawrie Signs Sponsorship Agreement with KALIXA®, the Prepaid MasterCard®

London, January 13th, 2010 – Scottish golfer and former Open Champion Paul Lawrie has signed an exclusive agreement with Kalixa, the online eAccount & Prepaid MasterCard, that will see Lawrie sporting the Kalixa logo on the front of his headwear throughout 2010.

Lawrie, from Aberdeen in the North East of Scotland, famously won the Open Championships in 1999 and now sits in a small bracket of golfers to have won arguably the most prestigious golf event of all time. With four further wins on the European Tour, the control Lawrie displays on the course demonstrates a perfect brand-fit with the pay-as-you-go Kalixa prepaid MasterCard, and the financial control it provides its cardholders.

Kalixa is issued by Vincento Payment Solutions, an FSA authorised and regulated e-money issuer. Vincento's CEO, Alpesh Patel, is delighted to be announcing a sponsorship in golf with a player of Paul's credibility, saying: "We are very pleased and excited to be associating our Kalixa prepaid MasterCard with such a recognised and credible athlete as Paul Lawrie. The partnership will help us introduce the product to new users as well as reward our customers' loyalty through promotional offers. We wish Paul the very best of luck through 2010 and are looking forward to building a long-term relationship together."

Lawrie was equally pleased to be entering a partnership with a new and forward-thinking financial brand. He stated: "I'm delighted to be an ambassador for Kalixa. There is a great similarity between golf and the Kalixa card – golf requires control of your swing and your mind, and even more so in times like these, our finances also need control. . I'll be using my Kalixa Card to help run my grassroots junior activity through the Paul Lawrie Foundation and I look forward to working closely with Kalixa throughout the coming years. "

About Kalixa

Kalixa is a combined online eAccount and prepaid MasterCard that allows customers to store funds in an electronic wallet and use them in transactions made on the websites of online merchants who have integrated Kalixa into their payment system.

The Chip & PIN Kalixa card allows customers to use funds from their eAccount anywhere in the world that accepts MasterCard, online or on the high street.

Customers can load funds into their eAccount using a wide variety of methods, including transfer from a debit or credit card, another electronic wallet, bank transfer, cash or cheque. Customers can log in to their eAccount online and view details of all their transactions regardless of whether they were made via eAccount, or prepaid MasterCard.

Kalixa is issued by Vincento Payment Solutions Limited, who are authorised and regulated by the Financial Services Authority (www.fsa.gov.uk) in the United Kingdom as an e-money issuer (FSA Registration Number 470337).

For more information, visit: www.kalixa.com

About 4SPORTS & ENTERTAINMENT AG

4SPORTS & ENTERTAINMENT AG is one of Europe's leading athlete management and sports sponsorship agencies. 4SPORTS & ENTERTAINMENT AG is based in Baar, Switzerland and also has offices in Montreal and London. It offers a full management service to over 150 professional athletes from the world of ice hockey, football, golf, skiing and snowboarding.

Paul Lawrie signed a long term exclusive representation agreement with 4SPORTS & ENTERTAINMENT AG in January 2009.

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