

17th July 2008

DataCash Group Plc: DATA / Index: AIM / Sector: Support Services

DataCash Group Plc ('the Company')

**DATACASH BREAKS NEW RECORD FOR ONLINE PAYMENT PROVIDER
PAYPAL**

- First two DataCash retailers sign up to accept payments via PayPal
- Arcadia Group and PrezzyBox show fastest growth in clothing and gifts sector for PayPal

The partnership between DataCash and PayPal announced in May has been put live with a number of DataCash's customers and has already broken records for PayPal.

Fashion conscious shoppers now have more opportunities to shop online quickly and safely, following the putting live of DataCash's integration to PayPal on all of Arcadia Group's online brands: TopShop, TopMan, Burton, Miss Selfridge, Evans, Wallis and Dorothy Perkins. Online shoppers can also now choose the UK's most preferred online payment brand* on the UK's leading online gift provider, PrezzyBox.

Andrew Dark, Chief Executive Officer of DataCash, adds: "The integration of PayPal on these sites was done incredibly quickly via the DataCash platform, and has delivered incremental value from the start. We're proud that these two retailers have provided the best ever start for PayPal in the fashion and gift sectors. Including PayPal as a payment option allows DataCash to provide our business customers with another of the payment methods that online consumers are demanding. It's a great start to the partnership."

- ENDS -

Notes

* PayPal Brand Tracker, conducted by FactWorks. PayPal is preferred by 30% of UK online shoppers versus 20% for Visa, 14% for MasterCard, and 1% for American Express

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About DataCash

DataCash Group PLC (AIM: DATA) is the trusted payment processing and fraud screening service provider for over £14.2 Billion of Cardholder Not Present (CNP) and Cardholder Present (CP) payments in 2007. As the partner to many of the UK's leading High Street retailers, e-Commerce businesses and Bookmakers, DataCash enables merchants in all sectors to process payments reliably, securely, efficiently and with reduced risk of fraud, whether they originate in store, on the web, from a call centre or from unattended and mobile devices. DataCash is able to provide Merchants with first-class service reliability at a fraction of the price of an in-house solution,

DataCash allows merchants to set the most appropriate level of service to meet their business needs.

This ranges from the complete outsource of all back office administration, payments, accounts reconciliation and risk services through to the provision of easy to use, rules based screening that helps to automate rapid and secure payment authorisations and settlement, also supporting AVS/CV2, 3-D Secure (Verified by Visa and MasterCard Secure Code) and in compliance with PCI DSS.

With a global client base and connections to financial networks worldwide, DataCash provides access to the local, preferred payment types territory by territory. Uniquely, DataCash monitor all financial transaction types including cards, debit payments, ACH, wallets and direct bank transfers. Our fraud screening service operates across all of our vertical markets and geographies providing a highly effective block of fraud syndicates migrating activity between sectors.

For more information, please visit <http://www.DataCash.com> or email info@DataCash.com