

REIFEN.COM SWITCHES TO WIRECARD PLATFORM

Online discount specialist opts for payment services provided by Wirecard AG

Grasbrunn, Munich, October 26, 2009. The company Reifen-Center GmbH, of Hanover, has decided to collaborate with Wirecard AG. Effective immediately, credit card and direct debit payments will be processed using the payment platform of Munich-based Wirecard AG. The range of solutions also includes standardized risk management checks and the 3D Secure risk management system. Wirecard Bank AG rounds off this comprehensive range of services with their credit card acceptance facilities.

With more than 300,000 customers annually and over 35 branches, reifen.com is one of the leading companies in the tire services sector. Combining its stationary (brick & mortar) retail and service operation with a professionally structured online shop certified by TÜV (Germany's official technical inspection agency), the company has relied on multi-channel sales right from the start. For online tire sales in particular, where numbers and acronyms abound, the provision of professional advice is a vital factor in the company's success. For this reason, reifen.com customers have access to a virtual advisor and a database to assist them in selecting the right tire configuration.

Philipp Klusmeier, Head of eCommerce & Online Marketing at Reifen-Center GmbH: "In Wirecard, we have found a competent, service-oriented partner who sets the same high standards in terms of the quality of its services as we do. To us, this was a compelling factor."

"Both the customer service and the internal processes at reifen.com are characterized by great professionalism and flexibility. As a result, it was possible to implement this project in an uncomplicated manner and within record time," adds Christian Reindl, Head of Sales E-Commerce Unit at Wirecard AG.

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About Wirecard AG:

Wirecard AG is one of the leading international providers of electronic payment and risk management solutions. Worldwide, Wirecard supports over 10,000 companies from many and various industry segments in automating their payment processes and minimizing cases of default. Wirecard Bank AG provides account and credit card services both for business and private customers and is a Principal Member of VISA, MasterCard and JCB. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

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