

PayPal Website Payments Pro Integrates with Actinic Ecommerce Software

West Byfleet, Surrey - 14 May 2007 - Actinic and PayPal announce a new integration between version 8 of Actinic's desktop ecommerce software and PayPal Website Payments Pro. The announcement follows the earlier release of an integration between Website Payments Pro and the web-based Actinic Express. It means that both of PayPal's payment processing systems are now available across both of Actinic's ecommerce platforms – hosted and desktop-based.

It will enable businesses selling online with Actinic to transact credit card payments through PayPal, as well as taking orders from customers using their PayPal accounts. It will also enable PayPal Pro users to upgrade seamlessly to any of Actinic's award-winning range.

Website Payments Pro features three distinct functions: Express Checkout, Direct Payment API and Virtual Terminal. Together they let merchants offer shoppers more choice in how they pay for items – with their credit or debit cards through PayPal, directly on their websites, or by phone, fax or mail.

The Direct Payment API lets merchants accept credit or debit card payments just as they would with traditional merchant accounts. Buyers simply enter their card details directly on the merchant website. Payments are processed through PayPal.

Customers who choose to pay with PayPal Express Checkout can move from shopping cart to payment completion in just three clicks. There is no need for customers to go through the hassle of re-entering billing or delivery information with every purchase. The customer initiates and approves a PayPal payment earlier in the checkout process after which billing and delivery information are sent immediately from PayPal to the merchant's website.

Website Payments Pro also includes Virtual Terminal, a new feature that allows merchants to accept orders "offline" via phone, fax and mail. Merchants use an online interface to manually enter card details, which are then processed by PayPal.

Businesses can be approved and accepting payments with Website Payments Pro in just a few days. There are no set up or cancellation fees, reporting or gateway costs. Pricing for Website Payments Pro includes a low monthly fee of £20 and a per-transaction rate of 1.4 to 3.4 percent plus 20 pence.

For new and existing Actinic customers signing up to Website Payments Pro for the first time, PayPal will waive the £20 monthly fee until 1 January 2008. To qualify, users should apply for Website Payments Pro by calling 0800 358 7912 quoting 'Actinic offer'.

Carl-Olav Scheible, general manager of Merchant Services at PayPal comments: "With Website Payments Pro, Actinic merchants can now offer direct credit card processing and PayPal Express checkout, giving their customers a full range of payment choices."

For further information about PayPal merchant services please log on to:
https://www.paypal.com/uk/cgi-bin/webscr?cmd=_merchant-outside

For further comment contact:

Bruce Townsend, Actinic. 0845 129 4800, btownsend@actinic.co.uk
Actinic PR: Jane Lee, Dexterity. +44 (0)1273
470199, jane.lee@dexterity.co.uk

Cristina Hoole, Head of PR at PayPal UK, +44 (0)20 8605 3218, choole@paypal.com
Or Neil Gregory, Lansons Communications, +44
(0)20 7566 9777, paypal@lansons.com

About Actinic:

Founded in 1996, Actinic specialises in helping small and medium retailers trade, both online and offline, using its ecommerce and electronic point of sale (EPOS) packages. Actinic offers two ranges of ecommerce products for web designers and selfbuilders. These comprise web-based and desktop store-building solutions. Its solutions include Actinic Designer, Actinic Business, Actinic Catalog, Actinic Audio Store and Actinic Express, and power more UK ecommerce sites than any other company. Research shows that over 50% of SMEs using packaged software to run their e-stores use Actinic. Some of Actinic's better known UK users include the Royal Opera House, British Library, Land of Leather, Lloyds of London, Lexmark and the Royal Navy. The Actinic EPoS hardware and software are designed by former retailers and give a comprehensive feature set that is straight forward to operate at great value prices. The range covers everything from a low cost, single till installation for the smaller store, to integrated multi-till and multi-site systems with head office functionality, for centralised product, stock and price updating and reporting. Visit www.actinic.co.uk

About PayPal (Europe) Ltd

PayPal (Europe) Ltd. is a UK-based company, regulated by the FSA as an Electronic Money Institution (ELMI) and became regulated by the FSA as such in February 2004. As a regulated institution, we are subject to general prudential supervision by the FSA. It is a subsidiary of PayPal (International) Ltd., which is based in Dublin and is in turn a subsidiary of PayPal Inc. of San Jose, California. PayPal is 100% owned by eBay. PayPal was set up in the US in December 1998 and acquired by eBay in 2002. PayPal has over 15M accounts in the UK, over 143M accounts worldwide and can be used to make online payments in 103 markets. www.paypal.com