

*For Immediate Release: 8:00 a.m. EST  
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## **Vesta Corp. Processes Its 50 Millionth Transaction**

*Milestone Demonstrates the Growth of the Prepaid Services Market*

**NEW YORK—Aug. 11, 2003**—Vesta Corp., the leader in virtual prepaid recharge services, today announced its 50 millionth account transaction. Vesta supplies long distance providers, wireless carriers and retailers with recharge services for stored value accounts including product/gift cards as well as long distance and wireless phone time. Providing recharge solutions for leading brands such as AT&T, AT&T Wireless Services, Cingular, Citibank, Sprint, GE, Verizon, and United Airlines, Vesta enables its partners to capture additional revenue and extend the life of their prepaid products.

“This milestone validates our vision that prepaid would become a mainstream solution,” said Doug Fieldhouse, President and CEO of Vesta. “With Vesta, consumers benefit from expanded recharge services and service providers are turning one-time users into loyal customers.”

Vesta’s solution allows consumers to instantly add funds to their account through convenient access and a variety of payment options, including credit card, debit card or electronic check. With recharge options as convenient as a phone call or the click of a mouse, consumers can manage their prepaid accounts and continue their relationship with the stored value provider.

“Vesta’s solution answers key prepaid market issues for both end-users and service providers,” said Roger Entner, Program Manager, Wireless/Mobile Services for the Yankee Group. “The mere fact that Vesta has already established key relationships with two of the top wireless carriers reinforces their strong position to enable our predicted growth in the prepaid wireless and stored value markets.”

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## **A History of Innovation**

Since 1995, Vesta has been an innovator in designing and building proprietary technology to allow for recharge and authentication in support of stored value business transactions. Originally focused on supporting loyalty programs for the airline industry, the Company's vision was instrumental in the creation and definition of the stored value recharge market. Today, Vesta is the recognized leader in stored value account recharge and transaction management solutions. In support of its efforts, Vesta has been issued numerous patents in stored value and fraud management technology.

## **About Vesta Corp.**

Headquartered in Portland, Ore., Vesta is the leader in virtual stored value recharge solutions. Vesta utilizes proprietary recharge and authentication technologies to manage its partners' stored value programs, and provides a convenient and secure account recharge solution to consumers. Vesta has been ranked as one of America's fastest growing private technology companies by *Inc*, *Fast Company*, and Deloitte and Touche, and was recognized by the ComputerWorld Honors Program for technological advancements. Uniquely suited to the telecom, financial services, retail and airline industries, Vesta's solutions are designed to support credit card-not-present (CNP) transactions requiring real-time customer authentication and account recharge. For more information on Vesta Corp. visit [www.trustvesta.com](http://www.trustvesta.com) or email [info@trustvesta.com](mailto:info@trustvesta.com).

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