

21 December 2006

By: Iohana Georgescu, Communications News Editor

[Obopay Launched on Helio](#)

Helio customers can now use the mobile payment service



Obopay, the mobile payment service in the U.S., that allows person to person payment via mobile phones, has announced its partnership with Helio and is now offering its service to Helio members. "We are delighted to be a part of such an exciting, cutting-edge mobile service provider with a fresh approach to the market," said Carol Realini, CEO and founder of Obopay. "With Obopay available on Helio's service, more members than ever will have the power to easily get, send and spend money directly from their mobile." [Helio](#) members will now be able to manage their Obopay accounts, check balances, view payment histories or add funds as well as personalize their mobile phone with the help of features such as contact list integration or specialized ringtones. Obopay's solution is a real-time, secure, mobile peer-to-peer payment service that is linked to an Obopay Prepaid MasterCard Account. Users will also be issued a debit card for ATM withdrawals and use whenever using the mobile phone for payments is not possible. The Obopay Prepaid MasterCard cards are accepted at over 24 million merchant locations and 1.1 million ATMS around the world. "With the launch of Obopay on one of the coolest services in the market, it's clear that mobile payments have arrived," said Howard Gefen, executive vice president of marketing and business development, Obopay. "No longer will consumers be stuck without cash. With Obopay on Helio, members can add funds to their Obopay account while mobile, and that's invaluable for those living the mobile lifestyle."