For Immediate Release

INTERNATIONAL TOP UP FOR TELCEL GOES LIVE ON PREPAY NATION's PLATFORM

"Prepay Nation completes integration with Telcel and makes this service available to its partners across North America"

April 15th, 2010 – Philadelphia, Mexico - Prepay Nation, a leading provider of International Mobile Top Up (IMTU), today announced the completion of certification by Telcel as its International Mobile Top Up Vendor for North America. Prepay Nation attained the designation of Certified Partner from Telcel's E-Commerce division after the completion of a technology integration and certification testing program. This IMTU Vendor Program enables the Telcel Subscriber to receive airtime credit from their friends and family members working overseas in the US and Canada.

The objective of this certification program is to make sure that the systems and processes of international recharge partners are well aligned with those of Telcel. It is recognized as one of the most demanding certification programs in the industry, and typically takes many months to complete the application testing and final evaluation examination.

Telcel is pleased to award this certification to Prepay Nation, as our commercial partner to distribute electronic recharges of Air Time in the United States and Canada. Prepay Nation was able to achieve the certification within the minimum timeframe provided; this demonstrates Prepay Nation's expertise, and technical knowledge.

"Prepay Nation is proud to introduce Telcel to its distribution and retail partners." said Jessica Bishop, Vice President of Prepay Nation. "The Mexican Diaspora constitutes the largest community in our target distribution market. Considering the market share of mobile subscribers affiliated with Telcel, we are confident that it will be a wide-spread opportunity for our distribution partners to offer top-up for Telcel subscribers on prepaid and mix plans", said Ms. Bishop. Prepay Nations' partners have expressed interests to launch the services since announcing the partnership with Telcel in February, 2010, indicating the increasing demand and circumstance.

IMTU is a relatively new concept, and the industry continues to mature and evolve; however, adoption by distributors and network operators has been rapid. IMTU is targeted towards the customers who are primarily unbanked and maintain active ties with their relatives back home. This target group shares characteristics with consumers of Prepaid Wireless products, International Long Distance Cards and Money Remittance services. The International Long Distance market in the US alone is considered to be a $7 Billion a year industry, while it is estimated that $45 Billion is remitted to Latin America annually through financial service providers in the United States. Coupled with the advances in m-commerce and cell phone penetration, if these numbers are any indications, IMTU is expected to see enormous growth potential over the next few years.

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About Prepay

Prepay Nation is a fast growth company with presences in North America, Middle East, and South East Asia. Prepay Nation efficiently distributes a variety of prepaid wireless products and services to retailers from major carriers and providers across the Globe. The company harbors solid relationships with its partners and has considerable expertise in prepaid wireless distribution & Information Technology. Prepay Nation offers the best quality packages to its retailers. Managed by highly experienced professionals, the firm's IT enabled processes keep the logistic cost low, thereby providing the highest margins to its retail partners. More information about the company and opportunities in International Mobile Top Up can be obtained from www.prepaynation.com

About Telcel

Telcel (Radiomóvil Dipsa) operating since 1989, is the leading cellular company in Mexico with over 59.2 million customers. With the best service and the broadest coverage at the national level Telcel is the operator of choice for more than 200 thousand people in the 9 regions of the country which represents over 90% of the inhabited areas of Mexico. Always at the forefront, Telcel offers faster wireless connectivity of the domestic market in voice and data services on GSM / GPRS / EDGE and UMTS / HSDPA.

Telcel is a subsidiary of America Movil, SAB de CV [BMV: AMX] [NYSE: AMX] [NASDAQ: AMOV] [LATIBEX: XAMXL], the leading provider of wireless services in Latin America with operations in 18 countries in the Americas and Caribbean, with over 201 million wireless subscribers as of December 2010. For more information please visit www.telcel.com