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MoneyGram International Introduces Text Message Receive Notice

Service provides MoneyGram Rewards members instant notification and greater peace of mind that money transfer transaction is complete

MINNEAPOLIS--(BUSINESS WIRE)--Sep. 1, 2009-- MoneyGram International (NYSE: MGI), a leading provider of global payment services, today announced that members of its customer loyalty program, MoneyGram Rewards, can now be notified via SMS text message that a money transfer transaction has been picked up by the receiver.

SMS Receive Notice, which launched today in the U.S., France, Germany and Spain, is the latest example of MoneyGram's efforts to provide Rewards members with services that allow them greater control and choice in managing their finances.

The MoneyGram Rewards program provides members with discounts on money transfers, as well as a host of services designed to empower them with "bank-like" control over their money transfer activity, including a personalized card for expediting transfers, quarterly statements, e-mail notifications when transfers are received, and the ability to manage their account and profile online.

"We asked customers around the world how we could enhance the MoneyGram Rewards program and an SMS receive notification was the most-requested feature," said Tim Summers, vice president and general manager of Consumer Products at MoneyGram. "These receive notifications provide customers transferring funds with almost real-time certainty that their transaction has been completed. We're delighted to now offer what our members agree is not only a useful service but also one that provides them with greater peace of mind."

According to the International Telecommunication Union, there were an estimated 4 billion mobile phone subscribers worldwide at the end of 2008. And, according to Summers, as more people rely on mobile technology, they are demanding added functionality such as money transfer services and receive notices.

To receive text message notifications, customers must enroll in the MoneyGram Rewards program online at www.moneygram.com, or ask a MoneyGram service agent to enroll them at the time of a transaction. Current Rewards members can begin receiving text message payment notifications simply by texting ENROLL and their Rewards number to MGRAM.

MoneyGram Rewards was introduced in the United States in 2008. It was rolled out in Germany, France and Spain in the summer of 2009. The program now has more than 3 million customers who have the opportunity to enjoy discounts on transfer fees, faster transactions and the ability to manage their account and profile online. MoneyGram Rewards will launch in Canada later this fall.

About MoneyGram

MoneyGram International offers more control and more choices for people separated from friends and family by distance or those with limited bank relationships to meet their financial needs. A leading global payment services company, MoneyGram International helps consumers to pay bills quickly and safely send money around the world in as little as 10 minutes. Its global network is comprised of 180,000 agent locations in 190 countries and territories. MoneyGram's convenient and reliable network includes retailers, international post offices and financial institutions. Now, MoneyGram offers its most loyal customers MoneyGram Rewards for cash discounts— visit www.mymoneygram.com to register today. To learn more about money transfer or bill payment at an agent location or online, please visit www.moneygram.com.

Source: MoneyGram International

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