2010 Convio Summit Sponsor -- Bill2Phone™ -- Enables Sustained Giving Growth

(October 19, 2010) San Antonio, TX – Billing Services Group and its Bill2Phone next generation form of payment are proud to be sponsoring the Convio Summit 2010 scheduled for October 25-27 in Baltimore, Maryland. Convio is a leading provider of on-demand constituent engagement solutions that enable nonprofit organizations to more effectively raise funds, advocate for change and cultivate relationships with donors, activists, volunteers, alumni and other constituents. More than 1,100 nonprofit professionals and technology experts will attend the sold-out event.

Bill2Phone is a convenient, user-friendly payment option which enables donors to make charitable donations easily and securely, and pay later on their home phone bill. With Bill2Phone Giving, non-profit organizations gain access to more than 100 million potential donors, providing charities with a strong lift in donation conversion and sustained giving. Charity and non-profit organizations can optimize the quality of lead generation with access to highly compatible donor target audiences and demographics accessible through BSG’s leading partnerships with U.S. phone companies.

“Bill2Phone is the perfect fit for charitable organizations and their constituents because donors can automatically add donations to their existing recurring phone bill enabling charities to grow their sustained giving programs and donors benefit from time savings, security and ease of use,” said John M. Reistrup, Senior Vice President, Marketing at BSG. “Bill2Phone can help establish a longer term and ongoing relationship between the donor and the many worthy causes that are struggling for ways to grow sustained donations.”

Bill2Phone can be offered as a form of payment for multichannel contributions and fundraising initiatives, including for online donations; direct mail donations; both inbound and outbound telephone campaigns; DRTV and telethons; and event fundraising.

The benefits of Bill2Phone to existing and potential donors include the choice of a fast, secure option for giving that doesn't require the use of a credit card or check. Plus, there are no logins, passwords or sign up required to donate. Bill2Phone allows for both one time and recurring donations up to $100 monthly. Besides giving programs, Bill2Phone helps grow online businesses and can be used to purchase digital goods, content and services.

To learn more about Bill2Phone Giving, stop by Booth 25 at the Convio Summit or visit us online at www.bill2phone.com/verticals/giving.

About BSG and Bill2Phone:
Billing Services Group Limited is headquartered in San Antonio, Texas, USA and traded on the London Stock Exchange (AIM: BILL). For over 20 years, BSG has been a leading provider of clearing, settlement, payment and financial risk management solutions for the telecommunications industry, merchants, nonprofit organizations and online stores. For more information on BSG, visit www.bsgclearing.com. For more information on Bill2Phone Giving, visit www.bill2phone.com/verticals/giving.