



Ria Money Transfer Offers Cash Pickup Service to American Express Serve® and Bluebird® Customers

Cash Pickup Service offers convenient access to cash from Serve and Bluebird Accounts at over 4,500 Walmart locations

DENVER, February 8, 2016 (GLOBE NEWSWIRE) -- Ria Money Transfer ("Ria"), the third largest money transfer company in the world and subsidiary of Euronet Worldwide Inc. (NASDAQ: EFTT), is offering a new Cash Pickup Service to American Express Serve® and Bluebird® by American Express Account holders¹, providing convenient access to cash, particularly important during tax refund season.

Serve Cash Pickup Powered by Ria® and Bluebird Cash Pickup Powered by Ria® allow Serve and Bluebird Account holders to withdraw up to \$900 in cash per day from their Accounts for a fee at more than 4,500 Walmart stores across the United States and Puerto Rico. Serve and Bluebird Account holders who receive their tax refund via direct deposit to their Accounts are eligible for higher Cash Pickup limits, allowing withdrawals of up to \$2,900 per day in cash for a fee.²

To use the service, which launched on January 22, 2016, Account holders need to log in to their Accounts via the American Express Serve or Bluebird website or Mobile app³ to initiate a withdrawal request. Once the withdrawal request is submitted, their cash is ready to pick up at a Walmart MoneyCenter or customer service desk in as little as five minutes.⁴

"Ria is delighted to offer the Cash Pickup Service to American Express Serve and Bluebird customers," said Ria's CEO and President, Juan Bianchi. "Ria strives to offer affordable and convenient payment solutions that offer real value to customers – and this service delivers on that."

"For many of our customers, it's important to have convenient access to larger amounts of cash, especially during the tax refund season," said Stefan Happ, Executive Vice President, Global Prepaid & Alternative Payments, American Express. "We're pleased to introduce this new service at a time when many customers expect to receive a refund that translates into their biggest paycheck of the year."

For more information about the Cash Pickup Service, visit serve.com/cashpickup or bluebird.com/cashpickup.

About Ria

Ria is a global leader in money remittances and is a recognized benchmark in both quality and service. Ria initiates transfers through a network of sending agents and company-owned stores located throughout North America, Latin America, Europe and Asia-Pacific as well as online from the United States at www.riamoneytransfer.com.

Ria's current global network spans 147 countries with services in over 287,000 locations. Ria is steadfast in its commitment to customers and remains ingrained within the communities in which they live.

For more information, visit www.riafinancial.com and www.riamoneytransfer.com.



Ria is a subsidiary of Euronet Worldwide, Inc. (NASDAQ:EEFT), a worldwide leader in processing secure electronic financial transactions. Through three business segments – Electronic Financial Transactions (EFT), epay Prepaid Products and Money Transfer – Euronet offers a diverse portfolio of electronic payment alternatives to customers in approximately 165 countries. In addition to global money transfer services, Euronet's product portfolio includes comprehensive ATM services, point-of-sale processing, card outsourcing services, prepaid mobile airtime, other prepaid content and mobile operator solutions.

¹ *The Serve Cash Pickup and Bluebird Cash Pickup Service is provided by Ria. Service is available in all 50 United States and Puerto Rico. Daily limits apply. Per-transaction limit of \$499.99 applies when cash is picked up in Arizona. Fees, other limits and terms and conditions apply. Visit serve.com/cashpickup and bluebird.com/cashpickup for complete details.*

Cash Pickup orders can be picked up during Walmart store hours (typically 8:00 a.m. to 8:00 p.m. local time, but hours may vary) at any Walmart MoneyCenter or customer service desk in the state or territory specified by the accountholder.

Ria is a registered trademark of Continental Exchange Solutions, Inc. dba Ria Financial Services, licensed as a Money Transmitter by the Department of Financial Services of the State of New York; licensed by the Georgia Department of Banking and Finance, NMLS ID 920968; and authorized independently or through its affiliate, Ria Financial Services Puerto Rico, Inc. OCIF LICENSE NUMBER TM-2014-031, to operate as a Money Transmitter in all United States' jurisdictions where it conducts business.

² *For tax refunds that are direct deposited to Serve or Bluebird accounts, the daily withdrawal limit will be the lesser of (i) \$2,900 and (ii) the tax refund amount. Arizona and Oklahoma accountholders are only eligible for a \$900 daily withdrawal limit.*

³ *Data rates may apply.*

⁴ *Daily limits apply.*

Contact:

Julie Huss
jhuss@riafinancial.com