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PayPoint Romania announces partnership with Blue Air

Bucharest, 6 August 2014: PayPoint Romania, the leading retail-based cash and mobile payment operator in Romania, has broken new ground with an agreement with Blue Air, the first 'smart flying' airline in Romania, for the airline's customers to pay for their tickets through PayPoint terminals in corner shops across the country.

This landmark agreement signals PayPoint's entry into the transport services sector and is an important step by PayPoint as it develops the breadth and variety of industry sectors for which it takes payment.

To purchase a plane ticket, the customer has first to make a reservation on Blue Air's website and select the PayPoint payment option; the website generates an online document with a barcode and a reference code. The customer has 24 hours from making the reservation to go to their chosen PayPoint store, where the barcode is scanned or the reference code entered into the PayPoint terminal. After handing over the cash payment, the customer receives a receipt with the details of the transaction (date, amount, location etc). Whichever option is chosen, the PayPoint payment method is simple, safe and quick.

"Adding Blue Air to our portfolio of clients demonstrates our determination to offer consumers the most comprehensive range of payments on the market. The security and speed of transactions, the size of our network and the extended working hours of our partner stores mean we are able to offer consumers the most convenient payment alternative that suits their needs and lifestyles. We've no doubt that an increasing number of Romanians will choose to pay for their plane tickets in cash, in any one of the 8,500-plus shops with PayPoint," said Mugur Dogariu, Managing Director PayPoint Romania.

"The Blue Air team is always looking for solutions that offer passengers increased levels of comfort from their first contact with Blue Air, to the journey itself to their experience at the destination airport. Our partnership with PayPoint is part of a comprehensive programme of improvements, including simplification of how our customers pay for their tickets, which already includes other secure options like cards, cash deposit and CardAvantaj (payment by installments)," added **Gheorghe Racaru, General Manager of Blue Air.**

Along with paying for Blue Air tickets, Romanian consumers are able to use PayPoint's terminals to pay their bills for gas, electricity, mobile phone contracts, internet or cable TV. They can also top up their prepaid mobile phone, pay for their road tax and even transfer money both internally and internationally, at selected PayPoint locations.

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