

When In Rome..... Rinkya Welcomes the Postepay Card!

(TEMPE, AZ) - August 14, 2008 - "The Postepay card is becoming the preferred method of payment on il Blog Italiano di Rinkya," says Rinkya's Italian manager Michele Andina.

"Postepay, the Poste Italiane card that is reloadable through any Italian Post Office and even online seems to offer the most security and the best deal available for online purchases. Because it is part of the VISA and Visa Electron circuits, it is as versatile as a credit card, more economical, and safer. According to Poste Italiane, it has issued over 3.5 million cards and they are becoming Italy's favorite way to pay."

"At Rinkya," says Rinkya CEO Heather Russell, "we're all about service. We're thrilled to be able to accept Postepay cards from the Poste Italiane, and find them a safe, secure and reasonable way to pay for the best Japan has to offer to Rinkya's Italian customers.

"Michele has just recently added a feature on Postepay cards to il Blog Italiano di Rinkya <http://rinkya-it.blogspot.com/> and we encourage our Italian customers to give it a peek."

Postepay cards carry an initial cost of five Euros and transactions within Italy and EC countries are a flat one Euro fee. Carrying the VISA logo they can be used anywhere though fees are higher outside of the European Economic community. Still with the safety of a debit card and the utility of a credit card, the Postepay card is one of the best bargains going.

They are rapidly becoming the preferred method of payment on Rinkya, the largest Japanese shopping network for both auction and fixed store purchases from Japan for Rinkya's Italian customers.

Rinkya seems to have caught on with the Italian market, and is experiencing almost daily growth, as the ease of dealing with the Japanese market through Rinkya is getting around. Translation services, fast secure shipping from Japan and outstanding customer service is making believers of the most skeptical and the market for Japanese goods is strong.

"Part of Rinkya's goal has always been to bring the world together through the shopping experience," says Heather. "il Blog Italiano di Rinkya and our acceptance of Postepay cards from the Poste Italiane are just another step toward that goal. Doing business together can be the first step toward understanding one another. Collecting, and understanding another culture makes anyone's life better. And what better road to that than shopping? After all, most of us were born to shop.

For Further Information Visit : www.rinkya.com
<http://www.rinkya.com/buyrinkya>

Contact:

Elaine Gross,

Rinkya Inc.,

elaine@rinkya.com

(866) 970-4485; Fax (480)-970-4486