TELEFONICA / MOVISTAR DECLARES ITS INDEPENDENCE IN THE USA!

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september 15, 2009: Telefonica S.A. coordinates the release of Movistar wireless products and services in the USA, to coincide with the beginning of Hispanic Heritage Month. The services allow individuals residing in the US to purchase and top-up mobile phones for family and friends residing in Movistar service countries.

Movistar products and services available immediately in the U.S. include Mexico Cell Packs; which allows Diaspora currently residing in U.S. to purchase a wireless phone that’s delivered to family or friends back home in Mexico. The handset allows the two parties to communicate easily and expands not only the interconnection but also the relationships with family and friends back home.

Movistar is also releasing International Mobile Top-Up services for International mobile phones in Mexico, Columbia, Ecuador, Guatemala, El Salvador, Mexico, Nicaragua, Panama & Peru. Movistar Mobile Top-Up services will be available through electronic points of sale systems as well as a printed, hanging card product.

The Movistar Top-Up and the Mexico Cell Pack product launches were scheduled to coincide perfectly with the beginning of Hispanic Heritage Month (Sept. 15th – Oct. 15th) in the U.S.” informs Arturo Mareyna of SBT Communications “Hispanic Heritage Month celebrates, the anniversary of independence for five Latin American countries—Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. In addition, Mexico declared its independence on September 16th and Chile on September 18th!”

“The launch of Movistar products in the USA is being accomplished by three organizations working in conjunction with each other to roll out the services through their individual networks” reports Osvaldo Rodriguez CEO of iPayStation “iPayStation is the electronic gateway that providers can connect to in the US to perform real-time top-up of Movistar mobile accounts”.

“SBT Communications provides the exclusive Recarga Me Aqui card that recharges Movistar phones all over the world” confides CEO Juan Shein “The card is available nationwide and recharges Movistar mobile accounts in all their service countries.

“The N.A.D.I. distribution alliance will provide the Movistar Cell Packs for Mexico through their individual sales channels” states CEO Juan Carlos Gaviria “Working together with iPayStation and SBT Communications we have a complete offering of Movistar products and services for immigrants who have family and friends they’d like to connect with back home in their native country. It’s all about bringing the people closer together and respecting each other’s right to individual freedom and happiness”.

Contacts

Bruce Burke
727-474-3025
mailto: bruce@ipaystation.com