

MEDIA RELEASE - For immediate release
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Hope Without Borders

Supporting the Japan Relief Efforts
www.ice-canada.ca

"We are not only global businesses, we are global citizens. Our organizations were moved beyond words by the devastating events in Japan, following the earthquake and tsunami on March 11th", says Koko Sarkari, Director of Global Operations for ICE International Currency Exchange.

ICE International Currency Exchange and the team from Payline FX have combined forces to collaborate on a fundraising initiative that spans Canada, from coast to coast.

Through "Hope Without Borders", Canadians and the traveling public will have the opportunity to give their support, no matter how small, by donating funds in any currency at any one of over 85 ICE Currency locations throughout Canada, with a goal to raise \$25,000 for the Japan earthquake relief efforts.

100% of proceeds collected will be donated directly to the Japan Red Cross Society by Payline FX, a BC-based international payment brokerage, with all administration and wire fees waived.

"With clients and employees from Japan, we wanted to do our part to make a difference. We have fielded a number of calls since the earthquakes from people asking for our help to remit their donations directly to the Japan Red Cross Society. We are happy to use our payment systems to give Canadians an alternative option for their donations. Our collaboration with ICE also gives us access to reach out to Canadians across the country through ICE's numerous retail locations.", says Paul Rechner, President of Payline FX.

ICE's 35 year history as one of the most respected retail foreign currency exchange brands in the world, now includes over 320 branches in 20 countries, including more than 65 airports.

With ICE's Canadian headquarters based at Vancouver International Airport, the Hope Without Borders initiative launches on Monday April 11th, a month since the tragedies in Japan.

"As members of the Canadian airport community, we have reached out to our fellow retailers and anticipate their strong support. With over 160 retail locations within the Vancouver International Airport alone, we have a unique opportunity to pool our resources." says Dan Northam, ICE International Currency Exchange's Director of Compliance. Through this cross-country campaign, ICE is hopeful that many of its retail partners across the country will place provided donation boxes at their retail operations, to give more people opportunities to donate.

With retail locations at many of Canada's major international airports including Vancouver, Victoria, Montreal, Ottawa, Toronto and Quebec City, The Hope Without Borders campaign has a wide reach.

To kickstart the Hope Without Borders campaign, Payline FX will match the first \$1000 in donations made. The campaign is expected to run until August 2011 in recognition that Japan will face a long road of recovery.

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