



- P R E S S R E L E A S E -

YAMAHA MUSIC INTERACTIVE, INC. SELECTS CLICK&BUY AS ITS ONLINE PAYMENT OPTION

Musical Instrument Manufacturer's Interactive Arm to add Click&Buy payment option to their world wide e-commerce web sites in 2006

NEW YORK and ZUG/Switzerland - September 7, 2006 – Click&Buy, one of the leading ePayment provider for online and mobile digital content and services, today announced the signing of an agreement with Yamaha Music Interactive, Inc., for the global musical instrument manufacturer's interactive division. Through the use of Click&Buy, Yamaha will offer its customers the option to purchase products on-line via credit and debit card, direct bank debits or invoice. Yamaha will use Click&Buy on a global basis, offering consumers many different alternatives to purchasing digital content, such as software, sheet music, midi files. Besides offering credit card payments, Click&Buy also offers more than 40 other payment options, which are highly popular in many European countries – a cash payment and direct invoicing to a phone bill.

Yamaha is highly regarded in the entertainment world for its musical instrument quality. They provide a broad spectrum of musical products for individual and orchestral performers. Yamaha manufactures pianos, digital pianos, keyboards, digital instruments, drums, guitars, stringed, wind, and percussion instruments and accessories, professional audio equipment and music education products. Yamaha Music Interactive, Inc. is engaged in maintaining, hosting, and promoting web sites for Yamaha's musical instrument related business.

"We are happy to serve Yamaha with the Click&Buy solution, enabling to broaden international sales by reaching users as localized as possible." Said Eberhard Dollinger, Chief Sales Officer at Click&Buy, "To be chosen by this respectable company makes us proud, and we look forward to expanding and intensifying both of our businesses to a worldwide audience." "As we expand our business and activities on the Internet, and increase our presence in the world-wide marketplace, we require an efficient and reliable partner who can offer our customers a payment option that does perform more than a credit card", said Jin Katagiri, Chief Operating Officer at Yamaha Music Interactive, Inc.

[About Yamaha Music Interactive, Inc.](#)

Yamaha Music Interactive, Inc. is one of the subsidiaries fully owned by Yamaha Corporation in Japan, aiming to facilitate business development over the Internet along with several musical instruments, such as the Disklavier (player piano) and IDC (Internet Direct Connection) equipped electronic keyboards. In addition, it operates several e-commerce sites offering software, sheet music, midi files and accessories, including: www.yamahamusicsoft.com and www.digitalmusicnotebook.com.

About Yamaha Corporation

Yamaha began over one hundred years ago when a young entrepreneur named Torakusu Yamaha set out to craft a high-quality reed organ. Before long, the company he founded had not only gone on to manufacture Japan's first piano, it had also gained recognition abroad: In 1904, a Yamaha piano and organ were awarded an Honorary Grand Prize at the St. Louis World's Fair. From these auspicious beginnings, Yamaha grew to become one of the best-loved manufacturers of musical instruments in the world. And as it grew, the company capitalized on a unique heritage of artisanship and technological know-how to diversify into an astoundingly wide range of products and services. Today, Yamaha is a leader in businesses ranging from musical instruments and audio & video products to information technology products, new media services, home furnishings, auto components, specialty metals, music education and resort facilities. Yet, true to their musical origins, no matter what business they take on -- or what country they do business in -- they seek to remain perfectly attuned to a set of common values that define the World of Yamaha.

About Click&Buy

Click&Buy is one of the leading complete payment processing systems worldwide for online and mobile digital content. In August 2006 Deutsche Telekom (T-Online Venture Fund) made a 10% investment in Click&Buy's holding company, the Zug, Switzerland-based company FIRSTGATE Holding AG. The Fund is taking advantage of the opportunities resulting from an already existing cooperation between Click&Buy and Deutsche Telekom; this cooperation is to be further expanded, including the marketing the broadly diversified portfolio of Deutsche Telekom's services/products worldwide.

Click&Buy makes it possible for companies to outsource complex billing for paid content, services and goods. The system handles both billing in various currencies and the processing of credit cards, direct debits and the 40 most commonly used payment procedures in Europe and North America

Many famous brands, such as Electronic Arts, T-Online Gamesload, Apple iTunes, Skype, Nero, Tiscali, Meetic, Playboy, SanDisk, Financial Times Deutschland, Univision and many others use Click&Buy to bill their customers. More than 6,000 content providers and 6 million consumers use Click&Buy. Click&Buy is operated by licensing partner SWISSCOM in Switzerland, British Telecom in the UK and by Click&Buy (LTD.) in the remaining parts of Europe and in North America Click&Buy will soon be available via TELMEX in Latin America, a market with more than 100 million potential customers.



Downloads:

http://www.clickandbuy.com/extra/download/press/f_YA_PM_060901.htm

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