

## OneCard partners with eWaseet.com for the Middle East's first online advertising solution

*OneCard (onecard.net) users can now set up classified adverts online through Waseet's and Waseela internet portal (ewaseet.com) from the convenience of their desk or home*

**Feb. 29, 2008** - [PRLog](#) -- OneCard, the Arab world's largest multi-function secured e-payment services, has signed a unique strategic agreement with eWaseet, the region's first and largest classified advertising newspaper supplement.

Aimed at providing the public with a simple online solution for advertising their wares, OneCard's users will now be able to set up, to design, and to place online as well as in print classified ads in a matter of minutes on eWaseet's website. Available in over nine countries across the Middle East with a distribution run of 5.1 million free copies and read by over 20 million people every week, Waseet has established itself as the advertising medium of choice for people looking to buy and sell their products and services across the region.

Available in over 4,500 retail outlets in Saudi Arabia alone, OneCard offers its users hundreds of services, including payment for DSL connectivity, mobile phone services and stock updates via Mubasher. Through this pioneering initiative from OneCard and eWaseet, consumers will be able to put their wares up for sale at the touch of a button across the region both online and in print.

"The media industry is booming in the Middle East, and online publications such as eWaseet are leading this growth. By providing OneCard customers with this method of advertising we are placing them at the front of the internet's evolution. Rather than spending their time going into an office and waiting to place, write and design an advert everything can now be done online. This is what OneCard is all about, simplicity, convenience, and providing the customer with a solution that fits their lifestyle," said Muhannad Ebwini, General Manager of OneCard.

OneCard users who want to advertise with Waseela or eWaseet can set up an account online at ewaseet.com in only a few minutes. Once done, they can choose from a range of styles for their advert, place text, and then set when the advert will be published all without leaving their seat to reach millions of readers weekly throughout the Middle East.

"eWaseet, the official classified portal for Waseet and Waseela, has been a pioneer in the advertising space, and OneCard founded the online payment solution in the Middle East. Naturally, it made sense that we worked together to provide our customers with a way and a means to give them what they want in the simplest way possible. At eWaseet we're proud to be leading the way in terms of the Middle East's Web 2.0 development, and we're also delighted that we could partner with OneCard to give our customers even more choice in terms of payment methods," said Hani Najjar, Online Business Manager, Waseet International.

Website: [www.thinkerbox.biz](http://www.thinkerbox.biz)

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