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Economic Crisis Spurs Global Expansion

With US markets dropping at astonishing rates, expanding to foreign markets has never been more important. 2000Charge offers alternative billing solutions aimed at converting customers from Europe and other parts of the world where credit cards are not the dominant form of payment.

PASADENA, CA, October 06, 2008 **/24-7PressRelease/** -- 2000Charge.com is urging its merchants to expand globally and to take advantages of sales that can be generated outside of the troubled domestic markets.

The recent events in the US financial markets and the overall state of the economy are more than enough reason for merchants to seek alternative solutions to expand their target markets and to increase sales.

Merchants that are seeing a decline in sales can supplement their income from lost revenue by tapping into other domestic markets around the globe that have not been affected by bank failures and credit crunches.

Managing an economic downturn in a domestic market starts by limiting your risk by expanding your sales reach and to avoid putting all your eggs in one basket. Merchants have to diversify their targeted segments and expand their reach into non-credit driven societies that are not affected by an economic recession.

Especially web-based merchants have an advantage over their brick-and-mortar counterparts, as there are tools available to them from 2000Charge to shift their efforts into markets outside of the US.

Merchants should focus on countries and billing solutions such as DirectPay EU that are driven by payments made via bank accounts and not just credit cards, as these bank driven payments are guaranteeing the merchant their funds and are also chargeback free.

DirectPay EU covers 36 European countries with a combined population of over 700 million people, which is more than twice the size of the US population. Merchants can review the details of DirectPay EU at http://www.2000charge.com/eu_dirpay.php

About 2000Charge

2000Charge, Inc. (www.2000charge.com), headquartered in the USA with offices in Europe and Asia, is a well-established payments processor that offers merchants a complete set of payment solutions tailored to local markets around the world. The Company's focus remains alternative global Internet payments and providing merchants with affordable and easy-to-integrate solutions.

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2000CHARGE, The Leader in Alternative Billing Solutions