Pressat Now Takes Bitcoin for PR Services

Monday 9 December, 2013

Pressat, a digital service for assisting companies across Europe with their public relations needs, has today confirmed that they are accepting the Bitcoin currency as a form of payment.

With Pressat solely operating as a digital service with no physical operations, the new payment method goes hand in hand with the Bitcoin currency allowing them to grow faster and further by accepting payments from a wider audience without the need for a centralised banking operation.

The Bitcoin currency has rocketed in value in the last month and is the fastest growing decentralised digital currency in the world. Pressat is now joining some of the most famous companies from retail giant Amazon to Virgin's Galactic space programme who are all accepting payment from customers in Bitcoins. It's safe to say the future is coming!

Pressat has partnered with one of the leading payment service providers (PSP) specialising in the peer-to-peer virtual currency - Bitcoin, who will handle the customers transactions instantaneously.

BitPay recently witnessed a 6260% Increase in Bitcoin transactions through their system over the Black Friday Sales period and is the payment processor for Wordpress and Shopify.

"We're proud to be the first public relations company in the UK to accept Bitcoins as a payment method, I believe we are also the worlds first!"

"It's an exciting step and I'm sure Bitcoin payments will be widely adopted in the PR industry very shortly due to our announcement."

"The Bitcoin currency was portrayed in a bad light by the press due the close ties to Silk Road and the anonymous benefits the digital currency offers to dealers and buyers. But what many have failed to notice is since the closure the two biggest drug market places, the price of Bitcoin has increased to the same price as an ounce of Gold"

"Thousands of people have invested and are continuing to invest in Bitcoins as we speak, many are business owners and will find exchanging the coins for PR a valuable commodity for public relations and marketing purposes" Said Max Forrest, Development Director at Pressat.co.uk

Existing and new Pressat customers can now pay for their press releases by choosing the Bitcoin payment method at Step 4 of the submissions process and following payment instructions.

-ENDS-

Note to editors:

- Pressat was launched into open BETA in 2012 and was designed and developed by two Graduates from the University of Salford.

- Bitcoin explanation video: http://www.youtube.com/watch?v=Um63OQz3bjo

- Pressat was founded in Greater Manchester, Ancoats.

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