

‘Porn’ swipe cards no longer sold in Taiwan c-stores

Convenience store chains in Taiwan have refused to sell prepaid transport cards featuring the clothed ‘angel’ and ‘devil’ images of popular Japanese porn star Yui Hatano.

According to English-language news site Focus Taiwan, 7-Eleven and FamilyMart will no longer sell the controversial cards due to mixed reactions they had received from the public.

OK Mart would offer them anew depending on public demand while Hi-Life stores still have to decide this week.

Taipei Mayor Ko Wen-je, whose government owns 40 percent of the card’s distributor Easycard Corp., had asked the cards not be “openly sold”, reported South China Morning Post.

Easycard ended up selling the stored value cards, which are also used for bills and convenience store payments, via a telephone hotline. Within hours, 15,000 cards were sold out.

Critics said it denigrates women but for the company, it is something to “cheer up” commuters, reported Want China Times.

Easycard, nonetheless, issued an apology for the public outcry.

The 27-year-old actress Hatano, whose films include Ninja-Divine Wandering Maiden and Wonder Lady vs. American Monsters, said that this is her way to give back to her Taiwanese fans. Proceeds of the card sales will be given to charity.