



InComm Europe and Zed Launch Planet 51 Digital Content Cards Cards complement Planet 51 Online game, the online gaming universe for PC based on the movie Planet 51

ATLANTA, January 19, 2010 – InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, and Zed, the multiplatform digital entertainment company that develops and markets entertainment and community products and services for all platforms, have partnered to launch a Planet 51 Digital Content card for sale in leading retailers across the UK.

The Planet 51 cards can be used with Planet 51 Online (www.planet51online.com), a game available for PC platforms, desktops and laptops. The game is based on the computer-generated animated movie *Planet 51*, a galactic-sized alien comedy developed by Zed Group's sister company Ilion Animation Studios. *Planet 51* premiered in the USA on November 20th, followed by theatrical release in over 170 countries across 5 continents. The DVD release is set for March 2nd.

Planet 51 Online allows players to become part of the Planet 51 universe by exploring an online virtual world populated by other film fans connected via the internet. The game is free to play, but players can use the Planet 51 cards to buy virtual items to improve their gaming experience. The Planet 51 cards are currently available in Sainsbury's and WHSmith locations across the UK, and will expand to additional retailers across the country next year.

Phil Evason, Managing Director of InComm Europe, adds, "We are proud to launch the Planet 51 Digital Content Cards to complement the online game and film. The cards can be used to buy virtual items and then kept as collectibles, and the addition of this product to the InComm portfolio further reinforces our position as the number one distributor of Digital Content products."

"A full multiplatform entertainment catalogue has been developed around the movie", says Christopher Head, Director of innovation at Zed, "including console games for Xbox 360, Playstation 3, Wii and Nintendo DS, the mentioned free-to-play gaming universe (www.planet51online.com) and an extensive mobile content portfolio".

Over 2,000 million people around the world are expected to be aware of the Planet 51 brand. Planet 51 and the 360° entertainment offer that surrounds the movie is a great example of Zed Groups' multiplatform vision and capacities.

About InComm Europe

InComm Europe is the industry-leading marketer, distributor and technology innovator of stored-value gift and prepaid products throughout the UK and Europe. Developer of the UK's first Gift Card Mall in 2006, InComm Europe now offers Europe's largest premium retail footprint, operating in over 4,000 locations across eight European countries. At 70 prepaid brands, InComm Europe offers by far the most extensive product portfolio in Europe, featuring gift cards, mobile wireless, music download, online gaming and more. To learn more about InComm Europe, visit www.incomm-europe.com

About InComm:

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With nearly \$8 billion in

retail sales transactions processed in 2008, InComm is the nation's largest provider of gift cards, prepaid wireless products, reloadable debit cards, digital music downloads, content, games, software and bill payment solutions. InComm partners with consumer brand leaders around the world to provide more than 150,000 retail locations the products and services their customers demand. Since 1992, InComm's patented technologies have made the buying process easier for consumers while streamlining the selling process for product and retail partners. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084. InComm is headquartered in Atlanta, GA with offices in Japan, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama and Minnesota.

About Zed

Zed Worldwide, the multiplatform digital entertainment company, develops and markets entertainment and community products and services for all platforms. The company is the leading mobile value-added services (MVAS) player in the world in terms of revenue and geographical footprint. Zed operates in 60 countries, including Europe's largest markets, USA, India and China and holds agreements with 130 wireless operators all over the world.

For more information visit: www.zed.com

About Ilion Animation Studios

Ilion Animation Studios, Zed's sister Company, was founded in 2002 to create state-of-the-art computer generated animated movies for worldwide cinematic release using its own purpose-built cutting-edge technology to achieve a unique visual animation experience. 250 highly talented and experienced artists, program developers, high-tech engineers and other professionals from over 20 nations worked together at Ilion on Planet 51.

For more information visit: www.ilion.com

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