



InComm Announces Acquisition of Zeevex, Virtual Currency Partner

Zeevex Business Model to Expand Sales of Prepaid Digital Content and Speed Consumer Adoption of Open Virtual Currency

ATLANTA, March 10, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, has acquired Zeevex, an open virtual currency provider and digital content microtransaction thought leader. An integral component of InComm's digital content strategy, the Zeevex acquisition will enable InComm to leverage the strength of its prepaid gaming vertical with Zeevex's virtual currency platform creating a powerful tool for consumers of all ages to discover and purchase their favorite digital content.

"Acquiring Zeevex, one of the best selling partners in our digital content category, is a huge win for InComm and an important component of our ongoing digital content strategy," said Brian Parlotto, InComm's Senior Vice President of Consumer Products and International. "Over the last two years, InComm has established itself as the industry leader in prepaid gaming."

Further supporting InComm's commitment to innovation in the prepaid environment, the timing of this new business venture is perfectly aligned with trends in the industry. "Our move into the virtual currency and microtransaction space strengthens our position as a pioneer in digital content at retail and helps InComm drive value to our digital partners allowing them to monetize their content immediately, at a lower cost than many other options, while establishing an unprecedented connection to retail consumers," said Parlotto.

The Zeevex platform supports token-based and point-based virtual currency models, and it represents a true online payment microtransaction solution for users. It also has the advantage of being an open virtual currency that allows consumers of all ages to participate fully in today's digital economy. "We are excited about the momentum coming from the union of Zeevex and InComm," said Ron Williams, CEO at Zeevex. "This represents a great opportunity for our existing digital content partners and the consumers who have come to rely on Zeevex tokens to enhance their online experience. Aligning our virtual currency platform and innovative Digital Locker with InComm's proven expertise in marketing and selling prepaid digital content products at retail will speed the adoption of an open virtual currency."

Emphasizing InComm's ongoing commitment to the industry, Williams further suggested, "Consumers want far more flexibility and lower barriers when spending their dollars online. InComm is delivering a unique solution to address these needs in a way that will increase consumer engagement and digital content spending through the industry's largest distribution network."

Make sure to visit InComm at the Game Developers Conference (GDC) San Francisco, March 9th to 13th at the Moscone Center in San Francisco, California. InComm will be discussing innovations in monetizing the gaming space and future opportunities to fuel prepaid digital content via Zeevex. Contact Michel Frasier at 404-610-1793 or mfrasier@incomm.com in advance to reserve meeting times during either show.

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 a dedication partners have grown to trust over the past 17 years, InComm provides a turnkey solution by leveraging proven retail expertise, patented technology, and best practices in marketing with creative design, optimal placement, promotion and messaging at retail. Merchandising, card production, supply chain logistics, and full category and sales

management complete the award-winning suite of services offered. 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 with nearly \$10 billion in retail sales transactions processed in 2009. 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 Zeevex:

Founded in 2008, Zeevex provides a leading open virtual currency through the Zeevex Xtreme Game Card, which is sold in over 31,000 U.S. retail locations. The Zeevex Digital Locker allows gamers to manage their virtual lives, while helping brick and mortar retailers, as well as online games, generate new revenue. Zeevex was founded by consumer technology veterans Dean Gebert, Robert Sanders, and Ron Williams, with offices in Atlanta, Georgia and Palo Alto, California. www.zeevex.com/about

Media Contacts:

InComm
Jenn Boutwell
jboutwell@incomm.com
1-770-882-2240

Source: InComm

###