



InComm Launches Special Edition Digital Content Gaming Cards for God of War III on PlayStation 3

ATLANTA, April xx, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, has partnered with Sony Computer Entertainment Europe (SCEE) to launch special edition *God of War® III* digital content gaming cards in Sainsbury's Supermarkets Limited (SSL) locations throughout the UK.

Available in the Entertainment area of participating Sainsbury's locations, the £20 collectible cards feature images from the new critically and commercially acclaimed game *God of War III*. The cards can be used to buy games and content for PlayStation® (PS3™) and PSP™ (PlayStation® Portable). They also allow users to access online gaming, networking, and web browsing via the PlayStation® Network. Additionally, the cards can be used to access exclusive content, including full games and HD films, from the PlayStation® Store.

Set in the realm of Greek mythology, *God of War III* is a single-player game that allows players to take on the climactic role of the ex-Spartan warrior, Kratos, as he takes on mythology's darkest creatures, solving intricate puzzles throughout his merciless quest to destroy Olympus.

InComm is the industry leader in prepaid cards for digital content and gaming, offering the widest range of products, covering Massively Multiplayer Online (MMO) games, social networking, and console gaming. InComm partners with leading brands such as PlayStation and Moshi Monsters to offer over 70 digital content gaming cards for sale in leading retailers across the UK and Europe.

Earlier this month, InComm announced that it had acquired Zeevex, an open virtual currency provider and thought leader in digital content microtransactions. 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 purchase and manage their favourite digital content.

Simon Osgood, Product Development Director of InComm Europe, states, "We are proud to launch these special edition collectible cards with the PlayStation Network and will continue to work with leading gaming brands, to continuously drive product innovations that will speak to consumers."

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 over 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 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.

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