



InComm to Showcase at Game Developers Conference™ Europe Reinforces InComm as Market Leader of Digital Content Prepaid Cards

ATLANTA, July 20, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, will be showcasing its market-leading capabilities in Digital Content Prepaid Cards at the Games Developers Conference™ (GDC) Europe in Cologne on August 16 – 18. GDC is the premier pan-European gaming event that brings together developers and business professionals from across the world.

Digital Content Prepaid Cards offer gaming developers the opportunity to monetize a game and bring it to life in a retail channel. At the same time, they allow users the freedom to access special content or purchase virtual items in the games they are already playing and provide an alternative to using credit cards for payment. Adults and kids alike are drawn to the category, which has seen explosive growth: In the first quarter of 2010, InComm saw over 200% sales growth in the gaming category (compared to the same period in 2009) in the pharmacy channel alone.

InComm is the industry leader in digital content and gaming cards, offering the widest range of product covering Massively Multiplayer Online Games (MMOG), Social Networking and Console Gaming. InComm partners with a growing list of over 85 digital content gaming partners to offer cards for sale in leading retailers.

InComm has demonstrated its commitment to the digital content prepaid card market with two strategic acquisitions within the first half of 2010. In March, InComm announced that it had acquired Zeevex, an open virtual currency provider and digital content microtransaction thought leader. The Zeevex acquisition enables 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 favourite digital content. Then in April InComm announced it had acquired GroupCard, a leading developer of social gifting applications on Facebook®. Together, the companies will generate greater social marketing exposure for retailers and some of the industry's first ecommerce solutions for prepaid gift card products.

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 10,000 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 nearly \$10 billion in retail sales transactions processed in 2009, 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 220,000 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. InComm is headquartered in Atlanta, GA with offices in Canada, Japan, Mexico, Puerto Rico, the United Kingdom, Arkansas, California, Colorado, Florida, Georgia, Minnesota, Oregon, and Texas. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084.

Media Contacts:

InComm Europe
Tania Sosa – UK
tsosa@incomm-europe.com
+44(0)1489 556700

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

Source: InComm