



InComm Europe Partners with Clintons Stores to Launch Digital Content Gaming Cards

Prepaid Gaming Cards to Launch in Over 650 Stores Across the UK

ATLANTA, Aug 23, 2011 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, has launched its suite of digital content gaming cards throughout Clintons stores in the UK. The full range of digital gift cards are located in high footfall areas throughout Clintons stores. They are supported with innovative and impactful POS units which both entice consumers to purchase and build awareness for the brand and the availability of gaming cards at Clintons.



In partnership with InComm Europe, Clintons has created additional revenue streams and access to new consumers through this expansion of their existing selection of prepaid gift cards. InComm Europe offers the most extensive product portfolio in Europe working with 104 leading brands, providing accessibility and exposure of these brands to the consumer.

“We are pleased to be developing a category and consumer segmentation that Clintons stores have not previously experienced,” said Simon Osgood, European Product Development Director at InComm. “We will continue to strengthen our prepaid partnership with further gift card and game categories over the remainder of the year, ensuring that Clinton’s is at the forefront of prepaid developments.”

A selection of the new cards introduced are aimed at younger gamers (aged 6-12) which will help to attract a younger demographic in Clintons stores. Additional brands featured in the launch are ideal for the core demographic of 13 years and upwards while also appealing to mixed generation and gender profiles as well. Depending on the card, customers can redeem their gaming cards online to pay a monthly subscription fee or to buy virtual currency to spend on in-game items.

“We are very excited to now be retailing gaming cards,” said Brett Smith, Commercial Director at Clintons. “These cards only complement our range of gift cards, which is already the largest on the high street and will go a long way to help our customers find the perfect gift to go with the perfect greeting card.”

About Clintons

Clintons is the largest specialist retailer of quality greetings cards, wrap, gifts and related products in the UK. Founded in 1968, Clintons now has over 650 stores nationwide and two million shoppers through its doors each week.

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 13,000 locations across 14 European countries. At over 100 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 \$13 billion in retail sales transactions processed in 2010, 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 225,000 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 Australia/New Zealand, Brazil, Canada, Japan, Mexico, Puerto Rico, the United Kingdom, Arkansas, California, Colorado, Florida, Georgia, Minnesota, Oregon, Texas and Utah. To learn more about InComm, visit www.incomm.com or call 1-800-352-3084.

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