



InComm Partners with Manor to Distribute Digital Gaming Cards in Switzerland

ATLANTA – Sept 14, 2011 – [InComm](#), the world's leading prepaid product and transaction services company, via InComm Europe (headquartered in Hampshire, England), has partnered with [Manor](#), Switzerland's largest department store chain, to become the first to launch digital content gaming cards in Switzerland.

The collaboration will add a new gaming category, featuring high-profile gaming brands including Sony PlayStation® Network, Runescape and Nintendo, to the InComm supplied gift cards already sold in Manor. The cards went on sale on Sept. 1, 2011 in all bigger Manor department stores across Switzerland.

“Our partnership with Manor represents another step forward for InComm’s expansion of the prepaid card category in the European territories,” said Simon Osgood, European product development and marketing director. “This is a great opportunity for us to tap into a new demographic, while presenting customers with new ways to purchase prepaid gaming cards from Switzerland’s most prominent retailer.”

“We are pleased to extend our relationship with InComm to offer Swiss gamers additional access to their favorite brands,” said Elle Steinbrecher, Corporate Communications Manager, Manor. “In building our relationship with InComm, we also got the opportunity to establish new ones with our valued customers.”

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 with offices in Australia/New Zealand, Brazil, Canada, Japan, Mexico, Puerto Rico, the United Kingdom, Arkansas, California, Colorado, Florida, Minnesota, Oregon, Texas and Utah. To learn more about InComm, visit www.incomm.com or call (800) 352-3084. Visit InComm Europe at www.incomm.com/uk.do.

About Manor

Manor is Switzerland's number-one department store. The 69 outlets spread throughout the country offer not only fine shopping but a simply incomparable in-store experience. Manor stands above all for affordable style. Manor's stores stock a wide range of exclusive fashion labels, alongside perfume and cosmetics, accessories, watches and jewellery, sports goods, children's fashions, china and glassware, household items and multimedia goods, together with food and wines from Europe's finest regions. The Yes or No Store is a magnet for younger

fashion fans. The rooftop restaurants of the main stores boast an open-air terrace with dazzling views of the city or the snow-capped Alps. The Manor Group extends to the 69 Manor stores, the Athleticum sports goods chain and Switzerland's FLY furniture shops. The Group, which is owned by Geneva-based Maus Frères Holding, generated total sales of CHF 3.34 billion in 2010.

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