



ANNE GEDDES

***Award-Winning Imagery of Internationally Renowned
Photographer Anne Geddes Wins Best in Category
InComm Claims Top Honor at 2009 Paybefore Awards Ceremony***

ATLANTA, April 13, 2009 — InComm, a leading provider of prepaid transaction processing and electronic point-of-sale (POS) distribution solutions, working with designs based on the award-winning images of internationally acclaimed photographer Anne Geddes, won the coveted Best-in-Category designation at the third-annual Paybefore Awards. Revealed at the Prepaid Expo USA in Orlando, Florida, InComm surpassed several companies to capture the crowning award for Best Prepaid Materials Design with its Anne Geddes Vanilla Gift Cards, which reflect her artistry. The category recognized the best design of electronic or printed materials for a network-branded, retailer-branded or restricted authorization network prepaid card program such as marketing collateral, card(s), packaging, mailers, inserts and website. This is the second consecutive year that the Anne Geddes Vanilla Gift Card product was a winner in s were highlighted by the Paybefore Awards.

“Paybefore Awards shine the spotlight on terrific people and companies using prepaid to provide innovative payments solutions,” said Marilyn Bochicchio, Paybefore CEO. “It’s our honor to recognize these programs and the companies that created them as leaders in the industry.”

Anne Geddes’ images have become icons celebrating birth and life, embodying her deeply held belief that every child must be protected, nurtured, and loved. Since 2007, InComm has been proud to have an exclusive association with Anne Geddes; the internationally celebrated artist’s photographs were licensed to adorn a series of Vanilla Gift Cards offered in the United States, Canada and other countries. Throughout 2008, InComm increased distribution of the Anne Geddes card line across several national retail locations. The series is available at InComm retail partners in \$25, \$50 and \$100 denominations.

Anne Geddes and her husband and business partner, Kel Geddes, reside in Australia and together oversee Geddes Group Holdings. Her instantly recognizable imagery has been featured in popular consumer items including her *New York Times* bestselling books and internationally bestselling calendars, and is beautifully displayed at www.annegeddes.com. The collaborative efforts of Anne Geddes and InComm have blossomed into an innovative and collectible gift card—an inspiring and powerful piece of art in a fun, portable package.

About Anne Geddes

One of the world’s most respected photographers, and a multiple *New York Times* and internationally bestselling author, Anne Geddes creates images that are iconic, award winning, and beloved. Capturing the beauty, purity, vulnerability, and preciousness of children, her imagery embodies her deeply held belief that every child must be protected, nurtured, and loved. Reflecting this belief, Anne Geddes and her husband, Kel, are committed to “giving back” and honoring the preciousness of children. That is why, since 1992, designated funds have been donated through the non-profit Geddes Philanthropic Trust to help prevent child abuse and neglect.

Anne Geddes’ images have been published in 83 countries, and been featured in her books that have sold more than 18 million copies worldwide and been translated into 24 languages. For more information, please visit her website at www.annegeddes.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 almost \$8 billion in retail sales transactions processed in 2007, 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 145,000 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 with offices in Japan, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

About Paybefore

Paybefore is the leading information provider to prepaid and stored value card industry professionals, offering the latest news, commentary and analysis. Paybefore's family of industry publications include: *Paybefore.com*, a 24/7 online information portal; *Paybefore News*, daily news briefs delivered electronically; *Paybefore Update*, a downloadable e-newsletter including *Paybefore Legal*, delivered 20 times a year; *Paybefore Magazine*, a biannual print publication highlighting the best of Paybefore; and *Paybefore Buyer's Guide*, available online 24/7 and in print.

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