



InComm Launches New B2B Platform

ATLANTA, August 27, 2009 — InComm, a leading provider of stored-value gift and prepaid products, is set to transform and simplify the standard corporate buying experience with the launch of their new business to business (B2B) platform, Smart GiftCard Solutions. This launch will capitalize on the significant growth of prepaid products within the corporate incentive marketplace and allow InComm to leverage best practices in the channel while providing an easy-to-use, holistic solution.

“Now, more than ever, we hear from clients that prepaid products are the most practical and appropriate selection when choosing rewards or gifts for their employees or customers,” said Jonathan Price, Vice President, B2B. “And as client awareness and demand has increased, corporate buyers have become very comfortable with the selection of these products.”

The Smart GiftCard Solutions platform is a one-stop shop for bulk order gift card purchases providing a convenient method for clients to transact and a growing list of client-requested features including bulk and individual fulfillment, select open-loop gift card options and customization options. The new platform also highlights InComm’s popular Vanilla Visa® Gift Card product in \$10 - \$750 denominations. Vanilla Visa Gift Cards are the most convenient and flexible way to recognize employees and encourage customer loyalty. The key advantage is that Vanilla Visa is accepted everywhere Visa debit cards are accepted making it a universal product and popular choice for partners and consumers.

Smart GiftCard Solutions represents the perfect solution for influencing, motivating and rewarding employees or customers through promotions, employee gifts, contests, sweepstakes and loyalty programs. It provides an opportunity for participants to utilize a prepaid card for everyday purchases like gas and groceries or the purchase of luxury items. “Especially in today’s climate, clients do not have to guess or mandate how their participants spend their rewards,” Price confirmed.

InComm is committed to the continued growth of the Smart GiftCard Solutions platform promising additional features and an expanding product list focused on corporate programs throughout the end of the year and into 2010. For more information, visit www.smartgiftcardsolutions.com or call toll free 1-800-698-1876 to speak with a Smart GiftCard Solutions account representative.

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 \$8 billion in retail sales transactions processed in 2008, 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, 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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