



InComm Gaming Builds Momentum in Pharmacy Channel Triple Digit Year over Year Sales Growth Attributed to Visibility and Convenience

ATLANTA, March 30, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, has exceeded expectations with over 200% sales growth in the gaming category year-to-date as compared to the same period of time in 2009 in the pharmacy channel. The InComm Gaming Team attributes this lift to changing demographics within the channel, unique and incremental fixtures executed to raise awareness of the gaming category, and the convenience of shopping neighborhood chain drug stores. With over 19,000 retail store locations, Chain Drug is becoming a regular top 10 destination for gamers and consumers looking for the cards that enhance their gaming experiences.

“We have had tremendous in the pharmacy channel—especially since the second half of 2009,” said Min Kim, Vice President, Nexon America Inc. “Chain drug represents very convenient locations for consumers to shop. It’s easy to get in and out of the stores, and the dedicated shoppers have favorite neighborhood locations. Also, the entire channel has started to emphasize prepaid gaming with incremental placement within the store and heightened visibility in the main prepaid display. This type of exposure and execution has lead to some of our top sales this year.”

As a younger demographic begins to seek out the pharmacy channel as a destination for prepaid gaming, stores are able to capitalize on the needs of this consumer with prepaid products—especially with prepaid gaming. Parents and kids are drawn to the category. It allows parents an alternative to turning over their credit card, and it allows kids the freedom to access special content or purchase virtual items in the games they are already playing. The pharmacy channel is welcoming these young, gaming consumers and reminding their parents to pick up gaming cards while they are there for other items.

“In the first quarter alone, InComm Gaming has seen a 100% adoption rate across the drug channel—up from 62% last year,” said Brian Parlotto, Senior Vice President of Consumer Products and International. “We are taking every opportunity to strengthen our retail relationships by introducing the new and exciting gaming products that are rapidly capturing the attention of so many retailers and consumers. In addition, we have been able to maximize our marketing efforts in tandem with these retail partners while leveraging our expertise within the gaming category. Our efforts have lead to dramatic growth for the gaming category at chain drug and have helped drive new customers to these stores.”

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 150,000 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.

About Nexon America Inc.:

Nexon America Inc. is the North American publishing arm of Nexon Group, a pioneer of interactive entertainment software and the world's leader in massively multiplayer online games. Based in Los Angeles, Nexon America was founded in 2005 to bring the best of online entertainment to the North American audience. The company's growing library of titles includes the world famous franchise MapleStory, the new fantasy life of Mabinogi, the fast-paced, first-person shooter Combat Arms and the online, arcade-style multiplayer, hyper-puzzle action game PopTag!. The foundation of all Nexon America titles is the item selling business model, in which users access the full game for free and can later opt to pay for game enhancements.

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