



Peter Scalera to be VP of Retail Marketing for InComm

ATLANTA, March 17, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, announced today that Peter Scalera will join InComm's executive team as Vice President of Retail Marketing, reporting to Executive Vice President of Business Development, Mark Leonard.

InComm's new retail marketing team will be responsible for ongoing best in class category management, driving promotional opportunities at retail, and prepaid merchandising strategy and execution. Peter will be responsible for developing a world class execution team across multiple retail channels. He will be engaging a cross-functional team with a particular focus on support for the National Sales team.

"Peter's extensive experience with in-store marketing and boosting same store sales makes him a great fit for InComm," said Leonard. "I am excited to add Peter to our management team, and I'm confident that he will excel at helping our retail partners drive revenues."

Scalera's experience spans more than 25 years in marketing and sales leadership roles in consumer packaged goods and technologies for Fortune 500 companies. He most recently served as Vice President of Sales Operations for the North America Consumer Digital Group for Eastman Kodak. In addition, Peter worked at Kodak and SC Johnson & Sons as Team VP for Walmart.

"I look forward to joining the InComm team," said Scalera. "I welcome the opportunity to help InComm drive a sustainable retail presence and increase retail sales."

Peter earned a BBA and MBA in Marketing from the University of Wisconsin, Madison.

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.

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