



InComm Europe Named Best Prepaid Product Distributor Claims Two Top Honours at 2009 Prepaid Awards

ATLANTA, October 28, 2009 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, won two coveted awards at the second annual Prepaid Awards in London: Best Prepaid Product Distributor; and Innovation of the Year, for integrating the Shell Gift Card Mall with the Shell Driver's Club loyalty programme.

The Prepaid Awards was created to celebrate innovation and best practice within the prepaid industry, and InComm's win in both its categories cements it as the leading provider and distributor of Gift Cards in the UK and Europe. Winners were determined by approximately 300 members of the prepaid industry attending the event, proving that the community recognises and applauds InComm's dedication to maximising success.

"I am delighted that our partners and peers in the Prepaid industry have selected InComm Europe as the Best Prepaid Product Distributor and initiator of Innovation of the Year," said Phil Evason, Managing Director of InComm Europe Ltd. "We are proud that our commitment continues to bring such great success to our merchant and product partners."

Since launching the first UK Gift Card Mall in October 2006, InComm Europe Ltd. has expanded its product offerings to thousands of retail locations in eight European countries. InComm now offers Europe's largest distribution footprint and most extensive product portfolio.

"Innovation, dedication and commitment to our merchant and product partners have always been cornerstones of our success", said Frank Monaco, Vice President, and Managing Director International at InComm. "It's an honour to be recognized for that commitment by our peers."

InComm' Innovative approach to the prepaid industry has been proven once again with the initiative to offer Retail Gift Cards as a redemption option for the Shell Driver's Club programme, thereby developing the UK's first gift card shop programme integrated into a national retail loyalty scheme. Customers now enjoy greater flexibility and choice when redeeming their rewards, and Shell enjoys increased footfall, improved margins and up-sell opportunities.

About InComm Europe

InComm Europe is the industry-leading marketer, distributor and technology innovator of stored-value gift and prepaid products throughout the UK and Europe. Developer of the UK's first Gift Card Mall in 2006, InComm Europe now offers Europe's largest premium retail footprint, operating in over 4,000 locations across eight European countries. In addition, InComm partners with consumer brand leaders around the world to provide more than 150,000 retail locations the products and services their customers demand. At 70 prepaid brands, InComm Europe offers by far the most extensive product portfolio in Europe, featuring gift cards, mobile wireless, music download, online gaming and more. To learn more about InComm Europe, visit www.incomm-europe.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 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 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.

Media Contacts:

InComm Europe
Tania Sosa - UK
tsosa@incomm-europe.com
+44(0)1489 556700

InComm US
Jenn Boutwell - US
jboutwell@incomm.com
1-770-882-2240

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