



Zeevex to Provide Open Virtual Currency for Leading Online Game Publishers

Ever Dream Studios, AllGirlArcade.com, Automatic Games, Guild Software, and mEgo Set to Capture Momentum of 31,000 Retail Location Distribution Network

ATLANTA, June 17, 2010 – Zeevex, an InComm company, providing an open virtual currency through national retailers, has signed agreements with Ever Dream Studios, AllGirlArcade.com, Automatic Games, Guild Software, and mEgo.com. Each game publisher will take advantage of the growing distribution network of the Zeevex Xtreme Game Cards at over 31,000 retail locations in the U.S.

“We are pleased to be able to offer a growing list of leading game publishers the ability to monetize their game properties using our Zeevex virtual currency platform,” said Brian Parlotto, Senior Vice President of Consumer Products and International. “This represents a considerable benefit to our new partners to be able to immediately monetize their game properties and tap into new revenue opportunities. It also allows us to drive new business and revenue into our industry-leading retail distribution network as a win for everyone involved.”

Immediate monetization is only one of the competitive advantages that the publishers site as the reason for their partnership decision. They note that Zeevex is the user-friendly solution that is safe, secure and in compliance with COPPA child privacy laws. Additionally, the Zeevex Digital Locker is a benefit since it represents a unique and valuable advertising and a tool they can leverage for user acquisition and retention.

Ever Dream Studios – EverDream Studio was founded in 2008 as a small independent studio and then expanded itself into a much bigger one in 2009. Now they are a globalized team with more than 30 people and concentrating on browser-based game development. But more than that, a cutting-edge gaming platform is on their schedule and they intend to become a significant role in all the major gaming markets worldwide. www.dc.gamedp.com/index.

AllGirlArcade.com – Fuel Industries is a multiple award-winning interactive studio that lives at the intersection of marketing and entertainment. With 100 employees and presence in Canada, the US, and the UK, Fuel has built audiences by creating entertaining online experiences both for major international brands and its own licensed entertainment properties. AllGirlArcade is their rapidly-expanding tween girl gaming portal and virtual world (*Spark City*) based on Fuel Industries' *Clik Stars* property. The property is currently one of the web's fastest growing girl's portals, and includes a vibrant social network and a host of original web and mobile games based on the colorful characters. Fuel's diverse holdings include interests in game development, video production, sound design, social media, and mobile marketing. For additional information, visit www.fuelindustries.com.

Automatic Games – Automatic Games offers a distinct advantage over other online choices in that they control unique intellectual properties, each with its own massive brand potential. Their virtual worlds are grounded in popular young adult literature. The Rings of Orbis is based on the acclaimed *Softwire* series while the Card Soldier Wars is based on best selling *Looking Glass Wars* trilogy. These built-in audiences provide unmatched potential within their demographic. Visit www.ringsoforbis.com and www.cardsoldierwars.com.

Guild Software – Guild Software is an award-winning independent game developer based in Milwaukee, WI. Founded in 1998, the company has continually pursued the cutting edge in large-scale multiplayer environments. Developing a completely proprietary MMO engine from scratch, these efforts culminated in the 2002 public alpha debut and 2004 multi-platform retail launch of *Vendetta Online™*. A relatively early entry

into the Space MMO genre, the title remains one of the few with a completely real-time, "twitch" combat model. For additional information, visit www.guildsoftware.com.

mEgo – mEgo is a best of breed avatar engine that marries a user's profile data and feeds to the body of an avatar through a patent pending user interface. mEgo is launching a collection of highly engaging applications on various social networks including Facebook and MySpace. mEgo has 1.5 million registered users. For additional information, visit www.mego.com.

Make sure to visit InComm at the E3 Expo, June 15th – 17th at the Los Angeles Convention Center. InComm will be discussing monetizing the gaming space with retail prepaid cash cards, leveraging the Zeevex platform to expedite conversion at retail and opportunities in the virtual goods arena. Contact Michel Frasier at 404-610-1793 or mfrasier@incomm.com in advance to reserve meeting times during the show.

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 220,000 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. InComm is headquartered in Atlanta, GA with offices in Canada, Japan, Mexico, Puerto Rico, the United Kingdom, Arkansas, California, Colorado, Florida, Georgia, Minnesota, Oregon, and Texas. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084.

About Zeevex:

Founded in 2008 and acquired by InComm in 2010, Zeevex is an open virtual currency available in national retailers. The Zeevex Digital Locker allows gamers to manage their virtual lives, while helping brick and mortar retailers, as well as online content providers, generate new revenue. Zeevex was founded by consumer technology veterans Dean Gebert, Robert Sanders, and Ron Williams, with offices in Atlanta, Georgia. www.zeevex.com/about

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