



## **Zeevex Chosen by Leading Online Game Publishers to Provide their Open Virtual Currency Solution**

*Gameforge, Hangout Industries, and Lionsguard Technologies to Benefit from National Coverage in 31,000 Retailers*

ATLANTA, May 26, 2010 – Zeevex, an InComm company, providing an open virtual currency through national retailers, today announced that it has signed agreements with Gameforge, Hangout, and Lionsguard Technologies. 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 very excited to continue to sign up new partners who can immediately benefit from the monetization opportunities that Zeevex provides,” said Brian Parlotto, Senior Vice President of Consumer Products and International. “Our Zeevex virtual currency platform not only provides our game partners with immediate revenue opportunities, but it also allows us to drive new business and revenue into our industry-leading retail distribution network. Everyone wins.”

With regard to their partnership decision, the publishers point to several competitive advantages offered by Zeevex. Each highlights Zeevex as one of the quickest opportunities to monetize their digital content. Additionally, they point to the Zeevex Digital Locker which represents valuable advertising and a tool they can leverage for user acquisition and retention. And rounding out the picture, Zeevex is the user-friendly solution that is safe, secure and in compliance with COPPA child privacy laws.

**Gameforge** – Gameforge is the largest independent global provider of online games and winner of numerous awards. Located in Karlsruhe, Germany, Gameforge offers 20 games in more than 50 languages, including Metin2, the largest massively multiplayer online game in Europe. The Gameforge portfolio also includes popular games such as OGame, Ikariam, Gates of Andaron, Gladius, CABAL Online, and KingsAge. The Gameforge portal [www.mmogame.com](http://www.mmogame.com) integrates all Gameforge games in a comprehensive community network.

**Hangout Industries** – Hangout is a next generation social gaming platform that combines the rich immersion of virtual worlds and video games with the powerful community and viral growth of social networks. As the only social gaming platform that incorporates national brands and real-world spaces and an integrated publishing platform, Hangout creates superior player retention and monetization. Hangout is backed by world-class investors and boasts an award-winning team from the likes of Disney and MIT. [www.hangout.net](http://www.hangout.net)

**Lionsguard Technologies** – Lionsguard Technologies, LLC provides persistent browser-based games featuring role playing and casual games through a web browser, utilizing AJAX or Microsoft Silverlight. Lionsguard Technologies LLC also provides game development consulting services specializing in Microsoft technologies, such as the .NET Framework and Silverlight. Titles from Lionsguard Technologies include Perenthia, Knights of the Realm, and Silverlight Pirates! [www.lionsguard.com](http://www.lionsguard.com)

Make sure to visit InComm at the E3 Expo, June 15<sup>th</sup> – 17<sup>th</sup> 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](mailto: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 200,000 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](http://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](http://www.zeevex.com/about)

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