



## ***InComm Partners with Hi-media Payments to Create New Revenue Stream for Merchants***

### ***Zeevex to Offer Prepaid Retail Solution and Digital Content Monetization to a Global Payments Provider***

ATLANTA, June 16, 2010 — Zeevex, an InComm company providing open virtual currency and microtransaction thought leadership, has teamed up with Hi-media Payments, a leading provider of micropayment solutions worldwide and the largest provider in Europe and Latin America. Through Hi-media's Alopass payments platform, Zeevex will deliver easy integration to a retail solution encompassing over 31,000 locations. Zeevex will represent the prepaid payment solution in the U.S. for the over 300,000 Alopass merchants worldwide, while offering the opportunity to immediately monetize digital content.

“We are excited to expand the reach of our digital content product suite with a proven leader like Hi-media,” said Brian Parlotto, Senior Vice President of Consumer Products and International. “Through our Zeevex platform, InComm is committed to providing the prepaid option and retail solution for Hi-media, allowing them to expand their distribution and take advantage of our digital content marketing and retail expertise.”

The Alopass payments platform offers multiple micropayment options at online checkouts, giving consumers a quick and easy way to pay for digital goods, content and services. Alopass allows merchants to open up new revenue streams and cater to a broader audience of consumers who want more secure and convenient ways to pay, or do not have access to a bank account or credit card, with a simple one-time integration. As an added benefit, Alopass provides all of these payment systems automatically in one application programming interface (API) now featuring Zeevex as a prepaid option.

“Partnering with InComm represents a key component of opening our payment opportunities offline to a successful prepaid retail distribution network in the U.S.,” said Pooj Preena, CEO, Hi-media USA. “Combining Zeevex’s easy to integrate retail solution and Digital Locker with the top U.S. retailers and brand products and our dynamic Alopass payments platform represents a big win for us, our merchants and most importantly our merchants’ end-users who now have Zeevex as an additional method of payment in their monetization arsenal.”

Capitalizing on this partnership, merchants have the ability to boost revenues with more paying customers and better conversion rates. With Zeevex, Hi-media gains access to a growing retail solution, with engaging prepaid products at over 31,000 locations, and global expansion opportunities planned later in the year. It also provides an opportunity to avoid fraud or chargebacks, and deliver a safe and secure, COPPA compliant payment solution.

#### **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](http://www.incomm.com) or call 1.800.352.3084.

**About Zeevex:**

Founded in 2008, Zeevex provides a leading open virtual currency through the Zeevex Xtreme Game Card, which is sold in over 31,000 U.S. retail locations. The Zeevex Digital Locker allows gamers to manage their virtual lives, while helping brick and mortar retailers, as well as online games, generate new revenue. Zeevex was founded by consumer technology veterans Dean Gebert, Robert Sanders, and Ron Williams, with offices in Atlanta, Georgia and Palo Alto, California. [www.zeevex.com/about](http://www.zeevex.com/about)

**About Hi-media Payments:**

Hi-media Payments, through its product offering Allopass, is a leading provider of micropayment solutions worldwide with more than eight million transactions processed every month from thousands of merchant customers worldwide. The Allopass payment service offers multiple micropayment options at online checkouts, including billing through mobile phone or premium SMS; credit and debit cards, home phone billing, ISP billing, prepaid cards, and its own electronic wallet. The company's all-inclusive payment offering enables merchants to monetize in more than 65 countries. For more information visit [www.allopass.com](http://www.allopass.com)

**About Hi-media Group**

Hi-media, the online media group, is one of the top Internet publishers in the world with more than 50 million unique visitors per month on its proprietary websites. Hi-media is also the leading European player in online advertising and electronic payment. Its business model relies thus on two different sources of revenues: online advertising via its dedicated ad network Hi-media Network and online content monetization via its micropayment platform Allopass.

The group which operates in 9 European countries, USA and Brazil employs more than 500 people and posted in 2009 172 million euros in sales (consolidating AdLINK Media as of 1st of September 2009). Independent since its creation in 1996, the company is listed since 2000 on the Euronext Eurolist Paris (Eurolist B) and is included in the SBF 250, CAC IT and CAC Small 90. ISIN code: FR0000075988. Hi-media qualifies for FCPI as it received the OSEO label of "innovating company". For more information visit [www.hi-media.com](http://www.hi-media.com).

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