



## ***InComm Acquires GroupCard to Offer Partners Social and Group Gifting***

### ***Positions InComm as Largest Online Gift Card and Social Payments Service***

ATLANTA, April 29, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, has acquired GroupCard, a leading developer of social gifting applications on Facebook®. Leveraging the GroupCard social gifting platform, InComm extends its leadership in online gift card and social payments services. Together, the companies will generate greater social marketing exposure for retailers and some of the industry's first ecommerce solutions for prepaid gift card products.

"This acquisition will allow InComm merchants and product partners to capitalize on social platforms, especially Facebook, to sell and distribute gift cards online," said Brian Parlotto, InComm Senior Vice President of Consumer Products and International. "It demonstrates our commitment to the Facebook ecosystem, and complements InComm's solutions with new, world-class ecommerce capabilities that will drive additional business for all of our partners."

GroupCard is one of the most trusted social gifting brands for leading retailers and millions of consumers worldwide. The company provides an easy-to-use system that enables many people to contribute to a group gift card online and across social platforms. Using the system, any retailer with a prepaid gift card program can acquire social gifting functionality simply by adding the GroupCard application to their existing Web sites and Facebook Pages.

"We created GroupCard with the basic principle that social expression and group gifting would be a major growth driver for the online prepaid business," said John Anderson, CEO and founder of GroupCard. "Teaming with InComm will help us achieve an even broader social payments strategy in partnership with the leading product brands and retailers worldwide."

GroupCard makes it easy for users to seamlessly share greetings and gifts with their friends on Facebook. GroupCard's research shows that consumers are three times more likely to give a gift when doing so as a group on Facebook.

Facebook has more than 400 million users worldwide, and millions of people return to the site each day. This broad reach provides valuable opportunities for InComm and GroupCard retail and product partners to engage with fans and consumers around the world. By offering innovative social payment solutions on this platform, InComm and GroupCard have the ability to connect retail and product partners with a rapidly increasing revenue opportunity for the prepaid industry.

GroupCard will become a wholly owned subsidiary of InComm and will continue to grow its operations in Milwaukee, WI and Palo Alto, CA.

#### **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. To learn more about InComm, visit [www.incomm.com](http://www.incomm.com) or call 1.800.352.3084. InComm is headquartered in Atlanta, GA with offices in Canada, Japan, Mexico, Puerto Rico, the United Kingdom, Arkansas, California, Colorado, Georgia, Florida, Minnesota, Oregon, and Texas.

#### **About GroupCard:**

GroupCard is a leading developer of social gifting applications. GroupCard's merchant gifting service (available at [www.groupcardapps.com](http://www.groupcardapps.com)) enables retailers to offer gift cards directly from their own Web sites and Facebook Pages. The service is used by leading retailers and is recognized as part of Facebook's Preferred Developer Consultant Program. The company also operates GroupCard.com, an easy-to-use Web site that helps millions of users create and deliver group gifts and greetings for events such as birthdays, baby showers, teacher gifts, and more.

Founded in 2007, GroupCard maintains offices in Milwaukee and Palo Alto, and is backed in part by Facebook's fbFund (including Facebook, Accel, and Founders Fund).

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