



InComm Partnership With CVS/pharmacy Wins Best Third-Party Card Retailer Award

ATLANTA, March 17, 2008 — InComm and CVS/pharmacy, the retail division of CVS Caremark Corporation, received the Best in Category Award for Best Third-Party Card Retailer in the 2008 Paybefore Awards announced at the Prepaid Card Expo in Las Vegas. CVS/pharmacy worked with InComm throughout 2007 to build its award-winning category by improving both the quantity and quality of its open and closed loop stored-value product offering.

“Both CVS and InComm have worked very hard to make sure that we provide our customers with the best possible selection of gift and prepaid products, and we are honored to have our efforts recognized by the Paybefore Awards,” said Cary Chaney, CVS/pharmacy Category Manager.

“We are honored by the opportunity to continue working with CVS/pharmacy to provide their customers with the best possible gift card choices in the marketplace,” said Brooks Smith, InComm President and CEO. “This award is confirmation that retail pharmacy leaders such as CVS will continue to play a vital role in the continued growth of the gift and prepaid card marketplace.”

CVS/pharmacy offers more than 200 stored-value products, including third-party gift cards from all the most popular categories – music, restaurants, travel, electronics, toys and more. The award-winning product category at CVS is featured on permanent end-cap displays with large storybook panels that invite customers to peruse card products grouped by categories.

The Paybefore Awards are the prepaid and stored-value card industry’s most prestigious awards. InComm was also recognized as a “Winner” in the Best Retail Gift Card category.

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 almost \$8 billion in retail sales transactions processed in 2007, 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 145,000 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 with offices in Japan, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

About CVS/pharmacy

CVS/pharmacy, the retail division of CVS Caremark Corporation, is America's largest retail pharmacy with more than 6,200 retail locations. CVS/pharmacy is committed to improving the lives of those we serve by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at CVS.com. General information about CVS/pharmacy and CVS Caremark is available at <http://www.cvs.com/pressroom>, as well as <http://investor.cvs.com>.

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