

## **InComm And Single Touch Combine Forces To Provide The Answer To Mobile Coupon Redemption**

**SAN DIEGO, Calif. January 3, 2008** – Single Touch Interactive, an innovator in Abbreviated Dialing Code (ADC) programs, and InComm, a leading provider of stored-value gift and prepaid cards, announced today that they have partnered to provide customers with mobile coupons through retail loyalty cards. Combining InComm's point of sale integration at over 100,000 top national retail stores with Single Touch Interactive's ADC mobile technology creates an easy to use mobile coupon platform that doesn't change customer or retailer behavior.

"This new mobile coupon platform tied to an Abbreviated Dial Code continues to keep it simple for both retailers and consumers at over 100,000 retail locations," says Anthony Macaluso, Founder and CEO of Single Touch Interactive. "Marrying Single Touch Interactive and InComm technologies brings mobile couponing into the 21<sup>st</sup> Century."

The initial coupon registration process is fast and simple for both consumers and retailers. Consumers only need to sign up one time for the mobile coupon program via their mobile phone by dialing #SAVE and entering their loyalty card number. Or, they can sign up online at any participating retailer. When the consumer visits a participating retail store, they dial #SAVE on their mobile phone to hear and activate available mobile coupons. At checkout, the consumer simply swipes their loyalty card to trigger the discount. Customer behavior at checkout remains the same and the retailer doesn't need to add expensive point of sale equipment.

"InComm is constantly searching for innovative new products and services to offer our retail partners, and our partnership with Single Touch Interactive allows us to serve consumers, brands and retailers in a new way." said Brooks Smith, InComm President and CEO. "This program provides the answer for both retail partners and consumers for mobile coupon redemption."

"We are excited about the opportunity to work with Single Touch Interactive and InComm on this unique answer to the mobile coupon redemption question," stated John Hadl, Managing Partner, BrandinHand, Inc. "Mobile based shopper marketing solutions are a critical area of BrandinHand's focus and a powerful tool for retailers, manufacturers and cinemas." BrandinHand's clients include: Procter & Gamble, American Express and Lions Gate Studios.

This new mobile coupon platform demonstrates how Abbreviated Dialing Codes are the easiest access point to coupons for both customers and retailers. InComm's expertise with point of sale integration in conjunction with the Single Touch Interactive ADC program has taken mobile couponing to the next level.

The simplicity of dialing an easy to remember ADC number, such as #SAVE, has resulted in unprecedented response and conversion rates for existing Single Touch Interactive programs. Innovations such as this led to the Single Touch Interactive ADC platform winning the 2006 MMA award for innovation. The new mobile coupon platform showcases the versatility of ADC's and how they can be used effectively in a variety of applications.

### **About Single Touch Interactive**

Single Touch Interactive is a pioneer and leader in customized easy-to-use wireless solutions. Single Touch's Patent Pending technology drives adoption by reaching new data subscribers and generating new revenue streams for carriers and content owners. Single Touch's award winning Abbreviated Dial Code (ADC) programs are making mobile easy for brands, consumers and carriers. The simplicity of dialing a 3 to 6 digit branded telephone number has resulted in high response and download conversion rates. A large percentage of ADC consumers are first time

data users, demonstrating how simple it is to deliver mobile data and campaigns through these ADC programs while also opening up a new market outside of SMS.

Additional programs include "Mobile Machine," which enables consumers to download content from the Web to a mobile device by a simple drag and drop interface. The "Listen Live Now" program brings live concerts directly to the user's mobile phone.

To learn more about Single Touch Interactive, visit [www.singletouch.net](http://www.singletouch.net) or call 1-760-438-0100.

### **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](http://www.incomm.com) or call 1.800.352.3084. InComm is headquartered in Atlanta with offices in Australia, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama, Minnesota and Mississippi.

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