



Zeevex Launches 'Zeevex Social,' Powerful New Social Payment Service Powered by Twitpay

*Zeevex Partners Now Have Access to the Viral Power of Social Payments Processed Through
Leading Payment Provider Twitpay*

ATLANTA, December 1, 2010 – [Zeevex](#), an [InComm](#) company providing open virtual currency through national retailers, has entered into an exclusive agreement with [Twitpay](#), an online payments provider that enables users to simply and securely initiate payments utilizing Twitter, to launch Zeevex Social. The gamer-friendly platform now offers online game publishers the viral power of social network payments, and millions of gamers a simple, secure way to pay for online transactions utilizing their social network.

“Zeevex Social represents a new breed of payment services, combining the power of Twitpay’s renowned social payment service and Zeevex’s open virtual currency,” said Brian Parlotto, senior vice president of consumer products and international at InComm, Zeevex’s parent company. “With this new partnership, we’re creating a way for gamers to simplify their online purchases and alert their friends to great deals simultaneously, leaving them more time to actually play the games they love.”

Game publishers who partner with Zeevex can now offer Zeevex Social as a payment option. In just a few simple steps gamers can pay for their digital goods, while getting a virtual currency bonus and alerting their followers on Twitter. Here’s how it works:

- When purchasing virtual goods in an online game, players can select the Zeevex Social option from the various choices at checkout, such as credit card or PayPal
- As an incentive to use Zeevex Social, consumers are offered a 15 percent bonus, meaning that Zeevex Social will automatically credit their account 15 percent more than the actual purchase value
- First-time users will be required to complete a quick, three-step registration process
- Next they are taken immediately back to the game while Zeevex Social automatically posts a tweet to the user’s network finalizing the transaction and alerting their followers to the great deal
- On subsequent uses, players need only select Zeevex Social and log in to complete their transaction

“Twitpay believes that making use of a gamer’s social network while offering the most consumer-friendly payment solution is the perfect recipe for online game publishing success,” said Kenneth Douglas, General Manager and Executive Vice President Social Gaming and Commerce at Twitpay. “With Zeevex’s reputation for leading the open virtual currency market and with their user-friendly solution now available in more than 40,000 national retailers, we knew that when it came to expanding Twitpay into online games, creating the Zeevex Social platform was the best choice.”

The launch of Zeevex Social, offers consumers an easy way to purchase virtual currency utilizing Twitter and merchants an expansive reach to new customers. Backed by industry-leading social payments provider Twitpay, Zeevex Social is a safe and secure way to pay for online purchases. For more information on Zeevex Social, please visit <http://www.zeevex.com/>.

About Zeevex:

Founded in 2008 and acquired by InComm in 2010, Zeevex is the leading 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 hundreds of online content providers, generate new revenue. Zeevex is located in Atlanta, Georgia. For more information, visit www.zeevex.com/about or follow @zeevex on Twitter.

About Twitpay:

Twitpay is the leading provider of payment systems solutions for social media networks. Headquartered in Atlanta, Georgia, its patent pending technologies and breakthrough applications allow organizations to turn their social networking investment into measurable results. For more information, visit www.twitpay.com or follow @twitpay on Twitter.

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 225,000 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 Australia/New Zealand, 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 or call 1.800.352.3084.

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