



Yodobashi Camera Launches iTunes Card with InComm at All Retail Locations

Atlanta, May 19, 2009 - Yodobashi Camera, one of Japan's largest electronic retailers, has launched the sale of iTunes Cards powered by InComm Fastcard point-of-sales activation technology in all of its retail locations throughout Japan.

iTunes Cards are prepaid cards that can be redeemed at the iTunes online store to purchase and download digital content that includes over 8 million music selections, music videos, audio books and games to enjoy on iPod and iPhone devices.

"We're proud that our technology is helping Yodobashi Camera offer customers a new way to get the iTunes content they want," said Brian Parlotto, Senior Vice President of Products and International. "Yodobashi sales per store are the highest in the world, so our number one priority is making this business model work. Other major retailers in Japan are realizing that InComm technology can make prepaid card sales feasible for them, and we are excited to be in at the beginning of this new market in Japan."

Yodobashi Camera is reviewing the potential of other digital content prepaid cards as well as US-style gift card mall retailing with additional prepaid card products made possible by InComm Fastcard technology.

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 \$8 billion in retail sales transactions processed in 2008, 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, GA with offices in Japan, Canada, the United Kingdom, Puerto Rico, Colorado, Texas, Florida, New Jersey, Oregon, Arkansas, Alabama and Minnesota.

About Yodobashi Camera

Name of Company: Yodobashi Camera Co., Ltd
Foundation: April 1960
Capital: JPY 88 million
Number of employee: 3,500 (As of February 2008)
Annual Sales: JPY712 billion (As of March 2008)

Media Contact:

InComm US
Jenn Boutwell
jboutwell@incomm.com
(770) 882-2240

InComm Japan
Incomm-japan@incomm.com
03-6459-3160

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