

Burger King Joins the RegaloCard Mobile Payments Network in El Salvador

Burger King Partners with RegaloCard to let Salvadorans in the US Instantly Send Their Relatives Back Home What They Need For Free Avoiding Costly Money Transfer Service Fees

January 7, 2010 Miami, Florida – RegaloCard, www.RegaloCard.com, an innovative mobile payments company that has developed a free and instant replacement to costly money transfer services, continues its expansion announcing today that Burger King, one of the leading fast food chains in El Salvador, has joined the RegaloCard Mobile Payment Network.

RegaloCard is a prepaid gift card that immigrants can buy in the United States. The RegaloCard redemption PIN is then delivered instantly via mobile payment technology to the person they choose in Latin America, to make purchases at leading local retailers. RegaloCard is fast and easy to use. Consumers merely choose the gift card they wish to send to their families from the leading brands in their home country, and provide the name and cellular number of the recipient. The RegaloCard service works with all mobile handsets and all carriers worldwide and is delivered instantly 24 hours a day 365 days a year, so recipients no longer have to go the bank or only receive gifts from their family members during banking hours. RegaloCards are available from the best known retail brands in country allowing consumers to choose from brands they know, love, and have grown up with in their home country.

The RegaloCard service is unique in that it allows immigrants, for the first time, to control how the money transfer they send home is spent as well as having the money delivered both instantly and for free, avoiding costly money transfer fees. Gregory Keough, Chairman and CEO of RegaloCard stated, “Salvadorans sent home \$3.8 Billion Dollars in 2008 representing 18% of the GDP of El Salvador. 80% or \$3 Billion of the money sent home was spent on consumption, which is exactly RegaloCard’s focus and sweet spot. This makes Burger King’s food services a perfect fit. Salvadorans can now invite their family back home out to eat and avoid the costly money transfer fees they had to pay in the past to do so.”

RegaloCard empowers the US Hispanic community to control how the money they send back home is spent through RegaloCard’s directed money transfers. RegaloCard allows the purchaser to choose how they want the money they send to be used, while at the same time providing this service both instantly and completely free.

RegaloCard has received strong reviews from consumers and distributors alike as RegaloCard offers many unique benefits:

1. The RegaloCard service is absolutely free; Consumers purchase a RegaloCard for \$100 and their family receives \$100 with no additional charges, commissions, or hidden costs;
2. The RegaloCard service is literally instantaneous, the friend or relative in Latin America receives their RegaloCard Gift Card PIN instantly via SMS with no need to go to the bank during bank hours or wait on lines. Recipients simply go directly to the retailer chosen and purchase what they need;
3. Send as little as \$10 dollars, something that was impossible before with traditional money transfer services due to high commission rates;
4. The person who sends the RegaloCard is assured that the money is spent on the things they want as they chose the retailer where the RegaloCard PIN can be redeemed;
5. RegaloCards are available for the best-known retail brands from the immigrant's home country, these are brands that the community knows, trusts and has grown up with from their home countries.

About RegaloCard: RegaloCard, www.RegaloCard.com, is an innovative mobile payment company that has developed a free and instant alternative to costly money transfer services. RegaloCard uses a proprietary mobile payment technology to allow immigrant groups to instantly send their relatives back home what they need absolutely free. RegaloCard is a prepaid gift card that immigrants can buy in the United States, but is delivered instantly to the person chosen in the immigrant's home country, to make purchases at leading local retailers. The RegaloCard service works with any mobile phone and carrier worldwide and is the best way for immigrants to send their families the things they need. While initially focusing on the US Hispanic market, RegaloCard plans to expand the service to other regions that have a high level of immigrants residing in the US. For more information visit www.RegaloCard.com

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