

## **Chili's Joins the RegaloCard Mobile Payments Network in El Salvador**

Chili's 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 15, 2010 Miami, Florida – RegaloCard, [www.RegaloCard.com](http://www.RegaloCard.com), an innovative mobile payments company that has developed a free and instant replacement to costly money transfer services, continues its rapid expansion announcing today that Chili's, a leading national franchise restaurant chain in El Salvador, has joined the RegaloCard Mobile Payments Network.

The RegaloCard service is unique in that it allows immigrants for the first time to instantly send their relatives back home the things they need absolutely free avoiding costly money transfer fees. Gregory Keough, Chairman and CEO of RegaloCard stated, "El Salvador is one of the largest money transfer markets in Latin America with \$3.8 Billion sent home in 2008 alone, RegaloCard represents a fundamental change allowing immigrants to still send the things they need to their friends and family back home, but to do so completely free and instantly using our mobile payment platform. The fact that immigrants can use the RegaloCard service to send as little as \$10 and control how the money sent back home is spent is a very attractive value proposition to consumers and something impossible with current money transfer services."

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.

RegaloCards goal is to empower the US Hispanic community and allow them to avoid the hundreds of millions of dollars spent yearly on money transfer fees while at the same time controlling how the money they send back home is spent. 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 same as cash; 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 immigrants 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](http://www.RegaloCard.com), is an innovative mobile payments 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](http://www.RegaloCard.com)

**Press Contacts:**

**RegaloCard**

Sofia Alvarenga

Director Partner and Media Relations

Email: [salvarenga@RegaloCard.com](mailto:salvarenga@RegaloCard.com)

Tel: (718) 223-2961