

Farmacias Economicas a Leading National Pharmacy Chain in El Salvador Joins the RegaloCard Mobile Payments Network

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

January 13, 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 to grow announcing today that Farmacias Economicas a leading national pharmacy chain in El Salvador has joined the RegaloCard Mobile Payments Network.

Farmacias Economicas is a leading national pharmacy chain in El Salvador, one of the largest money transfer markets in Latin America with \$3.8 Billion sent in 2008. Pharmacy services are an ideal product for RegaloCard as a common problem facing the US immigrant community is an emergency need to buy medicine for family members who are sick in their home countries where they need immediate money to purchase the necessary pharmacy supplies.

Gregory Keough, Chairman and CEO, said “Farmacias Economicas is a great addition to the RegaloCard mobile payments network. When immigrants need to send money for pharmacy products it is more often than not an emergency where the medicine is needed quickly. With an emergency situation, the problem with traditional money transfers is you have to make sure the bank is open to pick up the money, wait online to get the money, and then go buy the medicine. This is an obvious problem if the pharmacy products are needed outside banking hours. With RegaloCard the person can literally get the funds needed to purchase the products instantly and go straight to the store to get the medicine. As most pharmacies in Latin America are generally open 24x7 this means the person can instantly get the medicine or treatments they need something impossible before with traditional money transfer services.”

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 controlling how the money they send back home is spent. 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.

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, 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

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