

## **RegaloCard Rolling Out Micro Money Transfer Service To Over 100,000 Retailers Nationwide**

RegaloCard's Free and Instant Mobile Payment Service To Be Distributed Nationwide By Leading Prepaid Distributors, Giving Massive Scale To The Micro Money Transfer Segment

April 28, 2010 Miami, Florida – RegaloCard, [www.RegaloCard.com](http://www.RegaloCard.com), a global mobile payments company that has developed a free and instant replacement to costly money transfer services, announced today that they have entered into distribution partnerships with leading prepaid distribution companies in the US. RegaloCard's network of prepaid distributors will bring RegaloCard's products to over 100,000 retail points of sale nationwide. RegaloCard, through its proprietary mobile payments platform and unique business model, has created a new product category - the "micro money transfer." RegaloCard allows consumers to send instantly and for free as little as \$10, directed to specific uses. The RegaloCard service works with any mobile phone and carrier worldwide and is as easy to use as a prepaid calling card.

This new distribution will place RegaloCards products in retail locations serving the US immigrant market in all 50 states and the District of Columbia. RegaloCards distribution is especially strong in the key markets of Los Angeles, New York, Houston, Miami, Washington D.C. metro area, Chicago, Boston and other leading cities, but also covers rural US areas where much of the immigrant population is working in agricultural activities.

Bill Hinton, Managing Director of Fbrands said, "We view the RegaloCard product as a real game changer. Our distribution network of thousands of retail locations serving the US immigrant market currently sells millions of calling cards a month. RegaloCard has made sending a micro money transfer as easy as buying a calling card, so this is just a great fit. We have seen broad based distributor and customer demand for RegaloCard's service and are happy to be able to offer RegaloCard's products."

These initial US distribution agreements will make RegaloCards micro money transfer service available in more US retail locations than even the largest traditional money transfer companies. More importantly, RegaloCard has made it feasible for micro money transfers to instantly enter tens of thousands of locations where traditional money transfer companies can't operate.

Gregory Keough, Chairman and CEO of RegaloCard, stated, "The interesting part of RegaloCard's distribution is that 95% of these locations are places where traditional money transfers are not currently occurring. RegaloCard's distribution will be more wide-spread than traditional money transfer services, which makes it much easier for consumers to send smaller and more frequent micro money transfers both instantly and for free."

RegaloCard has been inundated with requests from consumers and distributors alike for more retail locations where they can purchase RegaloCards. These distribution partnerships will rapidly accelerate RegaloCard's growth and sales nationwide. Mr. Keough added, "Almost all immigrants use calling cards to call their family back home. RegaloCard has now made sending micro money transfers, of as little as \$10, not only profitable but as easy for the consumer to use as a calling card."

RegaloCard will be announcing additional leading US distribution partners in the coming weeks.

**About RegaloCard:** RegaloCard, [www.RegaloCard.com](http://www.RegaloCard.com), is a global mobile payments company that has developed a free and instant replacement to costly money transfer services. RegaloCard, through its proprietary mobile payments platform and unique business model, has created the "micro money transfer" allowing consumers to send instantly and for free as little as \$10, directed to specific uses, while earning a greater margin than traditional money transfer companies. 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 as simple to use as a prepaid calling card. For more information visit [www.RegaloCard.com](http://www.RegaloCard.com).

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