

RegaloCard Adds Largest Supermarket Chain In El Salvador To Its Mobile Payments Network

Super Selectos Partners with RegaloCard Allowing Salvadorans To Instantly Send Free Micro Money Transfers For As Little As \$10 To Buy Groceries

March 25, 2010 Miami, Florida – RegaloCard, www.RegaloCard.com, a global mobile payments company that has developed a free and instant replacement to costly money transfer services announced today that Super Selectos, the largest supermarket chain in El Salvador, has joined the RegaloCard Mobile Payments Network. RegaloCard, through its proprietary mobile payments platform and unique business model, has created a new product category the “micro money transfer” allowing 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.

Groceries are one of the top items for which immigrants send money back home and Super Selectos is the largest grocery store chain in El Salvador, with an extensive network of supermarkets in numerous formats spanning all regions and demographic groups. Gregory Keough, Chairman and CEO of RegaloCard stated, “Salvadorans sent home roughly \$3.8 Billion Dollars last year, which represents 18% of the country’s GDP, of which a substantial portion goes towards the purchase of everyday grocery items. RegaloCard allows consumers to send as little as \$10 to their families instantly and for free, while at the same time assuring that the money they send is used to purchase groceries - something that is impossible with current money transfer services.”

Consumers have shown a clear preference for RegaloCards micro money transfers allowing for smaller, more frequent transactions, something the RegaloCard service has made feasible for the first time. Latin American retailers continue to join the RegaloCard Mobile Payments Network at an ever-increasing pace with RegaloCard announcing ten new retail members since the beginning of the year.

About RegaloCard: RegaloCard, 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.

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