

RegaloCard Adds Leading Entertainment Venue in El Salvador To Its Mobile Payments Network

World Games Partners with RegaloCard Enabling Salvadorans in the US To Invite Their Family Out For A Day's Entertainment While Avoiding Costly Money Transfer Fees

February 4, 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, announced today that World Games a national entertainment venue in El Salvador, one of the largest money transfer markets in Latin America with \$3.8 Billion sent in 2008 alone, has joined the RegaloCard Mobile Payments Network.

Gregory Keough, Chairman and CEO, said, “World Games is a fun location where kids and families go to be entertained, providing food, video games, and other fun activities. World Games, with locations in all the major shopping centers in El Salvador, is a favorite location for families to celebrate kids birthday parties and other special events and now immigrants in the US can send their family back home the money they need to celebrate and can be assured that the money they send will be used for this purpose.”

With the RegaloCard service, unlike traditional money transfer services, consumers can send as little as \$10 and the sender for the first time can control how the money they send back home is spent. Mr. Keough added, “Controlling how the money transfer is spent and sending money in smaller increments are key benefits only RegaloCard can provide. If you ask any immigrant who sends money home if there has ever been a circumstance when they have sent money home and it has not been used for the purpose they desired you will get a universal yes to this question. The current money transfer services offered by Western Union, Moneygram, Euronet, and others do not allow the sender to have any control whatsoever over what is done with the money that is sent. RegaloCard enables this to happen for the first time, which is really attractive to those who send money back home.”

RegaloCard currently operates its free and instant replacement to money transfer services in El Salvador and Guatemala, two of the largest money transfer markets in Latin America, with \$8B billion a year in money transfers. RegaloCard will be announcing the launch of additional retail partners and countries in the near future.

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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