

## **RegaloCard to Launch Free Replacement to Costly Money Transfer Services**

RegaloCard's Innovative Gift Card Service Uses Mobile Payment Technology  
Allowing US Hispanics To Instantly Send Their Relatives Back Home  
What They Need Absolutely Free

June 16, 2009 Miami, Florida – RegaloCard, [www.RegaloCard.com](http://www.RegaloCard.com), a revolutionary new type of Gift Card that allows the US Hispanic Community to instantly send their relatives back home what they need absolutely free, announced that the RegaloCard service will be available to the public starting this month. RegaloCard is a prepaid gift card that you can buy in the United States but whose PIN to redeem the gift card is delivered instantly via mobile technology to the person you choose in Latin America, to make purchases at leading local retailers. After two years of stealth development, RegaloCard has developed a proprietary mobile technology and payment platform to create a new business segment, the “International Gift Card” which is estimated as a \$350 Billion dollar market opportunity and provides a unique twist to two large business segments the Money Transfer and Gift Card markets.

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. Using the latest mobile technology the recipient in Latin America instantly receives a RegaloCard PIN which they can use to make purchases at any of the retailers locations. 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 and love and have grown up with in their home country.

RegaloCard was founded by Gregory Keough a serial entrepreneur who has built and sold several leading technology companies focused on financial services and the US Hispanic and Latin American markets. Mr. Keough founded Virtual Loan Corp one of the first providers of online mortgages in the US as well as Zona Financiera a leading internet financial services technology provider in Latin America which was acquired by Citigroup.

RegaloCard has received strong reviews from consumers and distributors alike during testing as RegaloCard offers many unique benefits: 1. the RegaloCard service is absolutely free, consumers purchase a RegaloCard for \$100 and their family receives \$100 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 no need to go to the bank during bank hours or wait on lines, they just go directly to the

retailer chosen and purchase what they need; 3. send as little as \$25 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 from the best known retail brands from the immigrants home country, these are brands that the community knows and trusts and has grown up with from their home countries.

RegaloCard will be available starting in June at several hundred test locations, and rolled out shortly thereafter to thousands of retail locations across the country through a group of major US distributors which have agreed to distribute RegaloCard nationwide. RegaloCard, while initially focusing on the US Hispanic market, plans to expand the service to other regions in the near future that have a large number of immigrants residing in the US.

**About RegaloCard:** RegaloCard, [www.RegaloCard.com](http://www.RegaloCard.com), is a revolutionary new type of Gift Card that 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 you can buy in the United States, but is delivered instantly to the person you choose in your 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)

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