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**TRANSACTION WIRELESS SIGNS AMC ENTERTAINMENT FOR wGIFT MOBILE SOLUTIONS**

**San Diego & Kansas City, Mo. – September 29, 2009** – Transaction Wireless (TW), a mobile infrastructure, commerce and marketing company, today announced that it has signed an agreement with AMC Entertainment Inc. (AMC), a leading theatrical exhibition and entertainment company, to enhance its gift card program through TW's patent pending wGift technology.

Transaction Wireless' wGift will allow AMC's guests to customize their gift card giving experience with personalized mobile and e-mail messaging, including text, recorded audio messages and images, delivered to the recipient in real-time or at a specific time and date in the future. Simply purchase a gift card online at [www.amctheatres.com](http://www.amctheatres.com) and then personalize it for any special occasion (happy birthday, congratulations, holiday, etc.) by adding a personal note via text and voice recording, as well as an image or photo. The personalized gift notification is sent to both the recipient's mobile phone and e-mail address and physical gift cards are mailed to redeem at theatres.

Under this agreement, cardholders can also easily check card balances on all AMC gift cards via a convenient text message to a balance inquiry short code.

"We're thrilled to offer wGift to AMC and their consumers," said Bruce Springer, Transaction Wireless president and CEO. "AMC has been leading the industry with their gift card programs and this is a great example of them adding value and efficiency for their customers. It's also a very smart business decision, allowing them to create highly targeted and personalized marketing and loyalty programs."

As part of the agreement, AMC will be a part of Transaction Wireless' mobile marketing channel, allowing the company to send customized promotional messages to consumers such as special pricing at specific theatres, exclusive events and more.

"AMC has a long history of industry leadership and innovation – especially with gift cards," said Scott Wall, vice president, national sales, AMC. "By partnering with Transaction Wireless, we're able to integrate and expand our gift card program through online and mobile channels while customizing more compelling promotional messages."

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“AMC and Transaction Wireless have created a unique market approach to extending the value of gift card programs for consumers,” said Tom Niedbalski, vice president of sales and marketing, Transaction Wireless. “This agreement also enables AMC a new channel and delivery model to create targeted promotions and programs for their loyal customers.”

**About wGIFT**

A more economical approach to gift cards than traditional plastic, wGIFT by Transaction Wireless gives retailers some coveted real estate on the ubiquitous mobile screen for payments and promotions, becoming an integrated part of consumers’ lives. The wGIFT platform provides a simple, easy solution for gift card activations, balance inquiries, gifting among consumers, replacing stolen or lost cards, redemption, reloading cards, storing, tracking and monitoring. Transaction Wireless’ wGIFT suite includes solutions for gift cards, calling cards, coupons, loyalty programs, merchandise returns, notification/reminders, and targeted promotions, among others.

Transaction Wireless will be attending the Motivation Show from Sept. 28 to Oct. 1 in Chicago. To schedule a live demonstration, please contact Tom Niedbalski at [tniedbalski@transactionwireless.com](mailto:tniedbalski@transactionwireless.com). wGIFT and accompanying services can be used by virtually any industry. More information can be found at [www.transactionwireless.com](http://www.transactionwireless.com) or by emailing [info@transactionwireless.com](mailto:info@transactionwireless.com).

**About Transaction Wireless**

Transaction Wireless is a mobile infrastructure, commerce and one-to-one relationship marketing company enabling a unique link between consumers, retailers and brands via any mobile device leveraging existing technologies. With unparalleled solutions, Transaction Wireless’ mobile infrastructure and commerce platform allows cell phones to dramatically improve and extend the value of existing gift cards programs, safely and efficiently, unlike ever before. Transaction Wireless’ initial product portfolio includes a small merchant mobile POS and mobile gift cards. The Company is headquartered in San Diego, California. More information can be found at [www.transactionwireless.com](http://www.transactionwireless.com).

**About AMC Entertainment Inc.**

Headquartered in Kansas City, Mo., AMC Entertainment Inc. is a leading theatrical exhibition and entertainment company. With a history of industry leadership and innovation dating back to 1920, the company today serves hundreds of millions of guests annually through interests in 307 theatres with 4,612 screens in five countries. [www.amctheatres.com](http://www.amctheatres.com)

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