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**TRANSACTION WIRELESS SIGNS BASS PRO SHOPS FOR
wGIFTCARD MOBILE GIFT CARD SOLUTIONS**

San Diego, CA & Springfield, MO – November 10, 2009 – [Transaction Wireless](#) (TW), a mobile infrastructure, commerce and marketing company, today announced that it has signed [Bass Pro Shops](#), America's premier outdoor retailer, to create a comprehensive mobile gift card program using TW's patent pending [wGiftCard](#) technology.

Under this agreement, Transaction Wireless will work with Bass Pro Shops to extend its gift card program to the mobile phone, creating a mobile experience for Bass Pro Shops customers, including point of sale redemption, personalization, balance checks as well as an innovative one-to-one marketing campaign, launching in 2010.

"The agreement with Bass Pro Shops is another proof point for our technology and product suite," said Bruce Springer, president and CEO, Transaction Wireless. "Using Transaction Wireless' proprietary mobile solution, we're able to truly extend Bass Pro Shops' gift card program to the mobile phone, providing one of the top retailers in the country with a comprehensive mobile capability."

In addition to point of sale redemption, the wGiftCard technology solution will allow Bass Pro Shops customers to personalize their gift card giving experience with customized mobile and email messaging. Short code balance checks provide convenience to the consumer while creating targeted marketing and promotional programs for Bass Pro Shops.

"Bass Pro Shops is known for its long history and success in mail order catalogs, our award winning website and, of course, our unique retail locations that are as much a tourist destination as they are a retail outdoor store " said Greg Thompson, corporate incentives manager, Bass Pro Shops. "We've always been focused on getting to know our customers and reaching them on a personal level. With the Transaction Wireless technology solution, we're able to expand on our heritage and reach our customers in even more relevant ways through the mobile phone. Our gift cards have been immensely popular for years and we look forward to taking them to the next level."

The wGiftCard program for Bass Pro Shops is expected to launch in Q1 of 2010.

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“Partnering with the number one outdoor retailer with a tremendous presence in direct mail and retail stores will be a great showcase for what our wGiftCard technology is capable of,” said Tom Niedbalski, vice president of sales and marketing, Transaction Wireless. “This solution gives retailers a much easier way to offer and manage gift cards, first and foremost, but we’re also able to create highly targeted campaigns consumers will be interested in – a specific message and offer for fly fishing season or hunting, for example, and reach customers through their ‘always there’ mobile device.”

About wGiftCard

A more economical approach to gift cards than traditional plastic, wGiftCard 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 wGiftCard 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.

wGiftCard and accompanying services can be used by virtually any industry. More information can be found at www.transactionwireless.com or by emailing info@transactionwireless.com. For a personal demonstration on how this technology can extend the value of any company’s gift card programs, please contact Tom Niedbalski: tniedbalski@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.

About Bass Pro Shops

Headquartered in Springfield, Missouri, Bass Pro Shops, currently has 54 retail locations in 26 states and Canada, and is an international catalog and internet retailer. In addition, Bass Pro Shops also provides products and services for thousands of independent dealers worldwide through its subsidiary company, American Rod & Gun. Bass Pro Shops gift cards can be purchased at over 130,000 retail outlets across America.



Bass Pro Shops Mission Statement

To be the leading merchant of outdoor recreational products, inspiring people to love, enjoy, and conserve the great outdoors.

In our business we strive every day to honor our nation's precious natural resources and to give each customer "More Outdoors For Your Money." We believe that the future of our business depends not only on how we serve our customers, but also on how we manage our natural resources. The people of Bass Pro Shops are strongly committed to the principles of sound conservation. As we forge ahead, we hope to bring future generations and especially young people to love the outdoors as we do, and so continue our nation's rich outdoor heritage.

Starting with just 8 feet of retail space in a Springfield, Missouri store, Bass Pro Shops began by offering a basic selection of the latest tournament fishing gear. In less than three short decades Bass Pro Shops Outdoor World has grown from that tiny 8-foot display of bass baits to become the nation's leading retailer of outdoor gear. Over 100 million people each year pass through its doors seeking to satisfy their outdoor passions.

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