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TRANSACTION WIRELESS ANNOUNCES wGIFTCARD MOBILE SOLUTIONS FOR RETAILERS

- Easy and Secure Mobile Solutions for Gift Cards, Loyalty Programs and Mobile Marketing Connections between Retailers and Consumers -

San Diego – March 11, 2009 – Transaction Wireless, a mobile infrastructure, commerce and marketing company, today announced the immediate availability of its wGiftCard suite of products.

Transaction Wireless' mobile suite of products allow retailers to extend their current gift card, loyalty, promotional and marketing programs to the mobile phone, while creating new features and capabilities. Consumers can now conveniently manage, track, buy and deliver gift cards using virtually any carrier or handset. The mobile cards can be customized and branded to fit the needs of any company or individual.

Once consumers buy a gift card from a retailer's website - via computer or mobile device - they can personalize it with special themes (happy birthday, congratulations, holiday, etc.), add audio/voice messages, photos, text and video. After designating the dollar amount, the card is then delivered to the recipient's cell phone number in real-time, via a secure connection, so it is available for use instantly and on the go.

"The wGiftCard platform is great for retailers who want to drive traffic to their online and retail stores using gift cards, but also perfect for busy consumers who don't want to be bogged down with various cards and having to remember to bring them shopping or out for coffee," said Bruce Springer, Transaction Wireless President and CEO. "We can extend the value of existing gift card programs and connect them to people's 'always with them' mobile device -- creating highly targeted and personalized marketing and loyalty programs. The sign of truly great technology is when it's simple to implement and everyone benefits from the offering; this solution answers the call."

Eighty-three percent of Americans have gift cards and almost 50 million adults purchased gift cards in the last year. Sixty-one percent spent more than their original amount on the card at the store. Card usage has proven to increase average purchases and drives repeat business. With additional wireless tools, it is easy to take those usage patterns and track purchase behavior, capture customer profiles, drive loyalty and promotional programs and create targeted marketing campaigns, wirelessly.

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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' wGiftCard 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.

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.

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