



For Immediate Release

**Intelligent Clearing Network Launches Solution
To Validate and Clear Paper Coupons Electronically at POS**

Manufacturers and retailers will benefit from the new approach that solves the persistent problem of mis/malredemption and fraud plaguing the industry

LAS VEGAS, May 11, 2010 – Mis/malredemption and fraud associated with paper coupons continue to create financial hardship for manufacturers, retailers, media partners, as well as retailer clearing houses and manufacturer agents. To solve the problem, the Intelligent Clearing Network (ICN) is introducing a solution that electronically validates and clears coupons and other incentives at the point of sale (POS) in grocery, drug, and mass merchant retailers.

By replacing today's manual, convoluted, and fraud-prone process, ICN's clearing network effectively ushers in a new and modern era for coupon redemption. For the first time, this new technology will provide manufacturers, media companies, and retailers with true "Real Time" redemption information the moment the incentive clears the retailer's POS system.

"Solving the problem at the POS is the most effective way of addressing the problem," said Rich Thibedeau, Executive Vice President of Operations at ICN. The company's single connection to a retailer's POS also provides a very elegant digital solution which eliminates the need for downloading and uploading files to the POS."

Thibedeau spoke here at FMI 2010, the largest food industry event in North America, hosted by the Food Marketing Institute (FMI). He invited press

and other attendees to visit ICN's Booth #6246 for a demo of its new solution for both paper and digital coupons.

He said by implementing a validation service for processing paper coupons at the POS, the industry can potentially save up to hundreds of millions of dollars every year, and manufacturers and retailers will see direct improvements to their bottom lines.

Meanwhile, the growth of digital coupons is placing a strain on retailers' POS systems. As the popularity of digital coupons continues to grow, explained Thibedeau, ICN's software has the ability to take the strain off the retailer's POS systems and eliminates the need for downloading and uploading files to the POS. The more media programs the retailer adds the more complicated the POS processing becomes.

The bottom line: ICN provides a single connection to the retailer's POS which can serve the needs of both paper and digital coupon validation and clearing.

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About Intelligent Clearing Network:

ICN is an innovative software-as-a-service (SaaS) company that electronically validates and clears paper and digital coupons and other incentives in real time at the point-of-sale in grocery, drug and mass merchant retailers. ICN's single connection to a retailer POS can help solve the problem of mis/malredemption and fraud for the coupon industry.

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