



iNomadics and CardinalCommerce partner to offer the first truly integrated approach to mobile commerce

Partnership Allows Retailers to Reap the Benefits of a Seamless mCommerce Solution

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iNomadics, innovator in mobile software, and creator of the PocketMall platform for mobile retail application development, today announced a partnership with CardinalCommerce Corporation, the global leader in enabling authenticated payments, secure transactions, and alternative payment brands for both mobile and eCommerce.

With iNomadics providing the front-end functionality, including plug-ins to existing infrastructure, and CardinalCommerce seamlessly handling multiple payment options within the app, the duo is poised and ready for success in what iNomadics CEO Charles Stack has dubbed “The Pocket Wars.”

“Welcome to the Pocket Wars. The new commercial battleground is the consumer's pocket -- where phone carriers, computer companies, retailers, media, and financial institutions are all battling ferociously for space, profit, and 'pocketshare', said Stack, “To succeed in this confined and crowded space requires careful selection of partners. This new partnership between iNomadics and CardinalCommerce provides a truly unique and valuable combination of services to retailers who are dedicated to claiming their own pocketshare and to winning the Pocket Wars.”

One customer already reaping the benefits of the partnership is SkyMall, through the successful September launch of their free iPhone application. iNomadics and Cardinal created the SkyMall app which features total access to the retailer's entire catalog of over 8,000 products, regardless of network connectivity. Additional features include multiple in-app payment options, powerful browse and search capabilities, in-app access to SkyMall's Twitter feed, a built-in game featuring SkyMall products and more.

“The newly formed alliance with iNomadics is part of our business strategy as we continue to expand the capabilities of our Cardinal MAX mobile platform,” said Tim Sherwin, EVP at CardinalCommerce. “We immediately recognized a shared philosophy, as both companies are committed to creating new ways for our Customers to connect and transact with their Customers, more personally and cost-effectively than ever before.”

About CardinalCommerce

CardinalCommerce Corporation is the global leader in enabling authenticated payments, secure transactions, and alternative payment brands for both eCommerce and mobile commerce.

Cardinal Centinel®* enables payment brands such as Verified by Visa, MasterCard® SecureCode™, Amazon Payments™, Bill Me Later®, Clickandbuy™, Cred-Ex®, Ebates™, eBillme™, eLayaway™, Google™ Checkout, Green Dot® MoneyPak®, Mazooma™, Moneta®, MyECheck, NACHA® Secure Vault Payments (SVP), OneTouch Online Purchasing, paysafecard, PayPal™, RevolutionCard™, SafetyPay™, TeleCheck®, Ukash™, and more to a network of thousands of merchants and merchant service providers.

Our mobile commerce platform, Cardinal MAX™, makes it simple for retailers to sell and market products through the mobile channel. Cardinal's proprietary and easily deployable technology provides consumers, merchants, credit/debit card issuers, and processors the ability to conduct authenticated Internet, wireless and mobile transactions safely and securely.

Headquartered in Cleveland, Ohio, with facilities in the United States, Europe, and Africa, Cardinal services a worldwide Customer base.
For more information, visit www.cardinalcommerce.com

* Patent # US 7,051,002 B2

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About iNomadics, Inc.

iNomadics, Inc. is a technology group that focuses on mobile application development and training. Founded by Charles Stack in December 2008, iNomadics provides customer value by offering innovative and compelling digital solutions for today's nomadic lifestyle.

For more information about iNomadics, please visit www.inomadics.com.

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