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Press Release

Source: Peppercoin

4th Annual Micro and Small Payments Conference November 28, 2006, New York City

Wednesday November 15, 10:22 am ET

Speakers and Attendees Include Executives from Visa, MasterCard, Chase Paymentech Solutions and Heartland Payment Systems

WALTHAM, Mass., Nov. 15 /PRNewswire/ -- On November 28, at New York City's Marriott Financial Center, the 4th Annual Micro and Small Payments Conference -- co-hosted by Peppercoin and SourceMedia -- will convene to discuss strategies for "Transforming Transactions" and growing the small payments market. Niki Manby, senior vice president of product innovation at Visa USA, and Robert Carr, chairman and CEO of Heartland Payment Systems, will provide keynote remarks this year.

In addition to the two keynotes, the full-day program features panel discussions and networking opportunities, including a post-conference reception. This event drew more than 200 industry executives in 2005, and current registration totals indicate even stronger interest this year. The agenda includes:

Cash-to-Card: Lessons Learned -- Coinstar, Chase Paymentech Solutions, KeyBank and Dunkin' Brands to address the challenges and revenue opportunities that accompany card acceptance.

Enhancing Loyalty for Everyday Purchases -- Carlson Marketing, Epsilon (an Alliance Data Company), Brand Keys, TSYS Acquiring Solutions and Garden Fresh Restaurant Corporation to discuss loyalty programs that influence customer behavior.

Prepaid Approaches: What's Working -- MasterCard, BankFirst, Toscanini's and Stored Value Systems to examine prepaid opportunities in small payments merchant environments.

Payments Evolution in Transit -- Washington DC Metro, New York City Transit, ACS Government Solutions and Utah Transit Authority to review payments strategies and projects being deployed in mass transit systems.

The Investment Landscape in Payments: Why Now -- Welsh, Carson, Anderson & Stowe, FTVentures and Total Technology Ventures to discuss investing in the payments space.

REGISTER: For media registration, additional information or to arrange an interview at or before the conference, please contact either Julie Goldman or Payal Cudia at 781-684-0770 or e-mail peppercoin@schwartz-pr.com. For executive registration and additional information on the panels and keynotes, please register at <http://www.smallpaymentsconference.com> or call 800-803-3424.

About Peppercoin, Inc.

Peppercoin is a small payments technology company transforming routine card transactions into new revenue opportunities. Peppercoin's platform accelerates the cash-to-card transition, getting customers to come back more often and spend more using the cards in their wallets-all while costing merchants less. Only Peppercoin provides a loyalty-rich PCI-compliant small payments suite for all payment models, including prepaid, subscription and pay-as-you-go with

Intelligent Aggregation. For more information, please visit <http://www.peppercoin.com>.

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