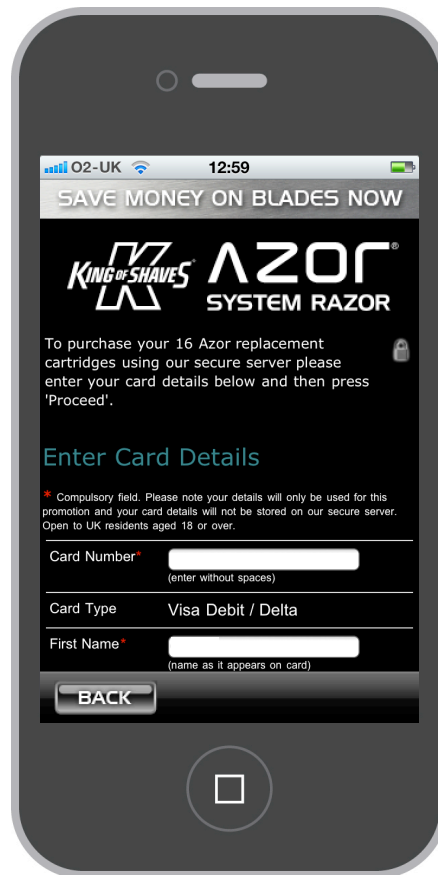
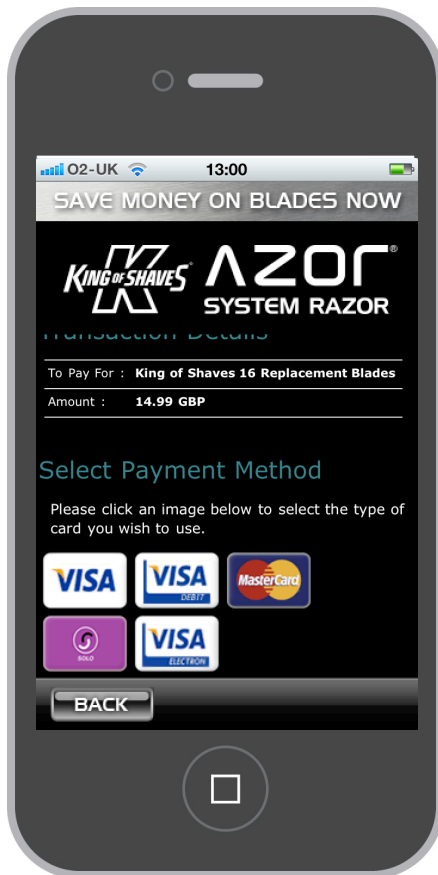


PRESS RELEASE

Incentivated produces UK's first transactional FMCG app

London, 1st March 2011 – Cutting edge British shaving brand King of Shaves, the people behind the Azor System Razor for men, the Queen Of... Collection for women, as well as shaving gels and oils for both, is launching a free mobile App for the iPhone.

Available in the Apple iTunes Store now, King of Shaves believes this to be the UK's first fully transactional FMCG App.



Incentivated has delivered the technical functionality that enables credit card payment and validation for orders of replacement blades requested through the App's payment pages.

Transactions are integrated with Sagepay; King of Shaves' payment gateway, and Intermail; their fulfilment partner, for order picking, packaging and delivery to the customer.

App users can access three key features within the app:

1: Order discounted replacement cartridges

Exclusive to the app... You can save £3.99* on the SRP (suggested retail price) when you purchase 16 replacement 4-blade Endurium cartridges for the King of Azor System Razor simply by using your iPhone to shop online via King of Shaves' secure server.

2: Request a free Azor

Exclusive to the app... While stocks last, you can use the King of Shaves app to claim a free* Azor System Razor complete with a long-lasting replaceable 4-blade Endurium cartridge.

3: Direct connection to the King's social media

You can also use the app to join the King of Shaves "kingdom", follow the King on Twitter, connect with King of Shaves on Facebook, visit shave.com or view the Barbarella X and Will King's Speech virals on Youtube.

When a customer clicks to order replacement blades, the App connects to secure pages hosted by Incentivated which capture address and credit card details, allowing payment to be taken. Once payment has been authorised the iPhone App is notified using a secure mechanism allowing the order data to be transferred to the fulfilment house (Intermail) for dispatch. Incorrect or failed payment attempts will be identified and alternative means of payment requested.

Will King, Founder and CEO of King of Shaves comments: *"King of Shaves is committed to offering our customers innovative marketing and superior service. We're proud to be launching an App which combines a lower-cost superior shave with entertainment value through market-leading, secure and convenient payment collection – wherever and whenever our customers need us."*

Robert Thurner, Commercial Director of Incentivated: *"This transactional App will help King of Shaves steal a march on their rivals. Our technical expertise in enabling mobile business solutions, coupled with a growing public acceptance of mobile shopping puts us in prime position to help companies like King of Shaves transact directly and securely with their customers."*

– Ends –

Notes to editors:

About King of Shaves

The King of Shaves App launched in the iTunes Store™ on 28th February 2011.

This is the first App from King of Shaves.

The App is designed and built by Mubaloo, with mobile payment technology delivered by Incentivated.

The app has three initial functions:

- 1: Purchase replacement blade cartridges* at a substantial discount from high street retail prices.
- 2: Request a free* Azor System Razor (while stocks last) complete with a long-lasting 4-blade replaceable cartridge.
- 3: Easily connect to King of Shaves social media pages on Facebook, Youtube and Twitter.

King of Shaves is a range of innovative and performance shaving products for men and women. Since Will King created the Original Shaving Oil in 1993, King of Shaves has grown to become the number two 'shaving software' brand in the UK, and is the fastest growing brand in its market place. A King of Shaves product is sold every three seconds worldwide. In 2008, King of Shaves launched its first razor, the award winning Azor with unique patented "Bendology Technology". For stockist information call 0800 0838416 or visit the King of Shaves website <http://www.shave.com> which also has full details of the entire range, plus shaving tips and FAQs.

* Offers only open to UK residents aged 18 and over.

About Incentivated

Incentivated is an independent marketing services and software developer (SaaS) which specialises in mobile (cellular) media.

We design, develop and deliver mobile acquisition, retention (CRM) and transaction (mCommerce) campaigns as well as enterprise solutions for mobile through our in-house technology platform, iris.

We are a provider of strategic, creative and technical advice for using and integrating mobile in business.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector, charities and their partners to develop everything from SMS services (text message) through mobile internet sites and web-apps to server-side or handset applications for 'smartphones' like the Apple iPhone, Android, BlackBerry, Symbian and Microsoft Windows Mobile 7 as well as feature-phones.

Founded in 2001, our independence allows us to work alongside many of the world's leading advertising, media, sales promotion, direct and digital agencies.

Visit www.incentivated.com for examples and case studies.

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