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Duraswitch Licensee, Eastprint, Acquires Membrane Switch Assets of Ark-Les Corp.

PHOENIX, Ariz. (Nov. 8, 2005) – The Duraswitch division of InPlay Technologies, Inc. (NASDAQ: NPLA) announced today that licensee, Eastprint Incorporated, a leading membrane switch manufacturer has acquired the membrane Switch business unit from Ark-les Corp.

“Eastprint is one of our top licensees, named Licensee of the Year multiple times, and a strong proponent for the Duraswitch technologies. We are thrilled to see their continued success and leadership in the flat panel switch market,” said Tim Kuhn, vice president business development, InPlay Technologies.

“This acquisition broadens our customer base in key markets,” said Tom Bianchi, vice president, sales and marketing, Eastprint. “Eastprint has maintained technological leadership over the years by successfully servicing the requirements of our customers in the medical and industrial controls markets. This acquisition provides key market share within the appliance OEM market.”

Eastprint will consolidate the Gloucester, Mass. Ark-les operations into its North Andover, Mass. facility. In addition Eastprint has established its infrastructure in Juarez, Mexico to consolidate those assets that are located in Mexico.

“Eastprint is now poised to service our customers’ requirements from three manufacturing locations located in three countries – the United States, Mexico and China,” Bianchi concluded.

About Eastprint

Eastprint Inc. is global value added manufacturer of membrane switches and related front panel assemblies, incorporating patented and proprietary switch technologies. A privately held company, Eastprint has been a leading provider of custom membrane switches solutions to the electronic OEM market since 1980. For more information, visit www.eastprint.com or call Tom Bianchi at 978.975.5255.

About InPlay Technologies

InPlay Technologies markets and licenses proprietary emerging technologies. The company was founded to commercialize its internally developed Duraswitch electronic switch technologies and has executed license agreements with switch manufacturers and OEMs worldwide. Today, Duraswitch patented technologies are in the controls of a wide range of commercial and industrial applications. InPlay recently expanded its portfolio of technologies with the acquisition of FinePoint Innovations, a developer of pen computing products for tablet PCs and computer peripherals. FinePoint’s digital solution is the computing pen and digitizer for a major computer OEMs newly launched line of convertible notebooks. InPlay Technologies is focused on further commercialization of these technologies and leveraging its licensing model with additional, innovative technologies. Visit www.inplaytechnologies.com for more information.

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