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**InPlay Technologies Expands Development Capabilities with Nuvation Partnership**

**PHOENIX, Ariz. (March 5, 2008)** – InPlay Technologies (NASDAQ: NPLA), a developer of innovative human interface devices for electronic products, and Nuvation, a leading Engineering Design Services (EDS) firm, have partnered to bring advanced, customized digital pen solutions to market.

“Nuvation immediately extends our internal engineering capabilities,” said Ramesh Ramchandani, president and COO, InPlay. “We have built a flexible platform for integration of digital pen and dual-mode pen and touch solutions, which includes a full range of user-driven features. We want to enable our customers to design completely customizable products and maintain cost-effective, quick-turn solutions. Nuvation’s expertise in software, firmware and hardware design allows us to quickly turn customer concepts into manufacturing-ready designs.”

“We are very pleased to be working with InPlay to facilitate adoption of this innovative technology,” said Michael Worry, CEO of Nuvation. “The FinePoint digital pen technology offers a significant advancement over traditional analog pen products and gives OEMs the ability to integrate dual input and advanced pen features while reducing the cost and complexity of the system.”

InPlay’s FinePoint digital computing system allows the user to communicate directly with the computer or other electronic device via an active RF signal. The digitizer behind the LCD screen employs bi-directional electromagnetic technology to communicate with the pen as it moves across the surface, reporting the tip status, sensitivity, pen position, and other details. The active digital pen optimizes handwriting recognition and allows for added digital features not easily achieved with analog products. InPlay offers OEMs the choice of battery-powered or battery-free, cordless or corded pen products, all designed to meet a wide range of markets from Smartphones to tablet PCs.

Nuvation supports technology organizations worldwide with new product development from concept to production. The company recently expanded its footprint with an office in China, offering offshore capabilities, design localization for offshore manufacturing, dedicated Offshore Design Center (ODC) offerings, and access to the growing Chinese marketplace.

**About Nuvation**

Nuvation is a leading Engineering Design Services (EDS) firm that provides accelerated chip, board, and software design services for the embedded systems industry. Established in 1997, Nuvation is based in San Jose, CA and has satellite operations in Waterloo, Ontario, Canada and Shanghai, China. Nuvation’s clients include industry leaders in Communications, Broadcast Video, Medical Devices, Defense/Security, Consumer Electronics, Test & Measurement, and Semiconductor markets. More information is available at [www.nuvation.com](http://www.nuvation.com).

**About InPlay Technologies**

InPlay Technologies is a developer of innovative human interface devices for electronic products. The company's FinePoint division offers the only digital-based pen-input solution for the rapidly growing mobile computing market. With InPlay’s digital technology, OEMs have an almost limitless roadmap for development of new features and functions for their product designs. The Company’s Duraswitch® brand of electronic switch technologies couples the friendly tactile feedback of mechanical pushbuttons and rotary dials with the highly reliable, thin profile of membrane switches enabling OEMs to create ergonomic, space saving input panels for a wide range of applications. Visit [www.inplaytechnologies.com](http://www.inplaytechnologies.com) for more information.

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