

InPlay's Duraswitch Technology Licensed to ALMAX

PHOENIX, Ariz. (Jan. 17, 2006) – InPlay Technologies (NASDAQ: NPLA) announced today that it has executed a non-exclusive license agreement with ALMAX Mfg. Co. to use the Duraswitch patented switch technologies.

“Our business is expanding. ALMAX started out as a membrane switch engineering / consulting firm in 1996 and now has come full circle to manufacturing as a major stock holder of a new China-based membrane switch company, Maxtech Circuit Co. Ltd.,” said Alan Burk, CEO, ALMAX. “We still provide engineering / consulting services to membrane switch companies and continue to supplement their production with Asia-manufactured components. Now, with our own China factory, the time is right to start offering the Duraswitch technology as well.”

“Alan is very well-known and respected in the membrane switch industry, and has been a long-time supporter of the Duraswitch technologies. We are pleased to welcome his company, ALMAX, as a Duraswitch licensee,” added Tim Kuhn, vice president business development, InPlay Technologies.

“This partnership offers an excellent opportunity for the Duraswitch technologies through ALMAX's established client base and full range of capabilities from prototype and quick turn production through its RP Circuits facility in Arizona to expanded manufacturing capability in Asia,” Kuhn continued.

Duraswitch's patented electronic switch technologies include PushGate®, a thin, durable pushbutton technology with crisp tactile feedback; thiNcoder®, a rotary switch that is integrated on flex circuit, and MagnaMouse™, a flat-panel cursor control. Duraswitch technologies offer multiple customization options, giving switch manufacturers and OEMs advantages over other types of switches including: ability to integrate multiple switch types in flat-panel and slim-profile designs; high durability and reliability; sealability against harsh environments; unique illumination capabilities; and an ergonomic, user-friendly interface.

Duraswitch licensed manufacturers retain control of the manufacturing process. Duraswitch receives a \$0.10-0.75 per-switch royalty, based on volumes, as the technology is incorporated into control panels.

About ALMAX

Headquartered in Kirkland, Wash., ALMAX operates and partners with ISO-certified manufacturing facilities in China and offers prototype and quick turn capability from its RP Circuits facility in Tucson, Ariz. ALMAX offers custom products including membrane switches, touch screens, rubber keypads, copper flex, PCB, wires, cables, graphic overlays, plastic housings, mechanical and electronic assemblies. ALMAX recently expanded its manufacturing capability, becoming a major stock holder of a new membrane switch factory in southern China. The China company website is still in development (www.maxtechcircuit.com), but information can be found on www.almax.org or www.rpcircuits.com.

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 OEM's newly launched line of convertible notebooks. Visit www.inplaytechnologies.com for more information.

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