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PREPAID'S TOP 5 ENTREPRENEURS

Your Picks for the Industry's Leading Visionaries

The votes have been tabulated and visitors to Paybefore.com have selected the Top 5 Entrepreneurs in Prepaid.

From top vote-getter Brooks Smith, founder and CEO of InComm, to Gilles Coccoli of PrePay Solutions, Drew Kese of Citi Prepaid Services, David D. Stone

of CashStar and Jason Wolfe of Omni Prepaid, the entrepreneurs selected represent the industry's vanguard. Voters described them as product leaders, skilled strategists and visionaries willing to take risks in a marketplace poised for explosive change.

Products they prospect, territories they forge and barriers they overcome serve as an industry guidebook. Where they go, others follow. What they do, others emulate. They are architects. Inventors. Adventurers. Risk-takers.



Jason Wolfe
Founder and CEO
Omni Prepaid

Jason Wolfe

Ask Jason Wolfe for his résumé, and he'll tell you he doesn't have one. He has never worked for anyone but himself, negating the need thus far to compile his work history on fancy paper.

The founder and CEO of Omni Prepaid, Wolfe taught himself how to create Websites in the mid-1990s. He currently owns six other entities under the Wolfe.com holding company at various stages of development, including www.GiftCards.com, which has been selling gift cards online since 1999. Pittsburgh-based Omni Prepaid occupies a 20,000- square-foot building with an in-house fulfillment center, customer service center, sales, technology and executive management.

Wolfe recently announced www.GiftCodes.com, which he intends to be the evolution of the secondary market and mobile gifting.

A Pennsylvania native, Wolfe

graduated from Milton Hershey School, a residential school for disadvantaged children. Chocolate industrialist Milton Hershey and his wife Catherine founded the school in 1909 to serve orphaned boys. Today, it serves children in financial and social need.

Wolfe graduated from the school with a suitcase and \$100. He put himself through college at Bloomsburg University in Pennsylvania and was working as a bartender and white water-rafting guide when he was injured at the age of 24. Several surgeries kept him off his feet for about a year.

"While recovering, I taught myself how to write code and create Websites, and I thought about putting together a coupon site," he says. "People thought I was crazy. They didn't think the Internet was going to stick around. But the first time I opened the browser and saw the Internet, I thought they were crazy."

With a dial-up Internet connection, he created www.MyCoupons.com, the first online coupon Website. By 2000,

the site was generating more than 20 million page views per month. He sold it to the marketing firm Valassis. He also developed several online gift card service sites and launched www.DirectTrack.com, which became the world's No. 1 affiliate tracking and serving system.

In 2003, Wolfe introduced KeywordMax.com, a global leader in keyword bid management. In 2004, his company created and patented the Network Cross Publication model, publishing advertisements between online advertising networks. In 2006, he sold several assets to e-commerce leader Digital River but retained his prepaid properties.

On his desk is a statue of Milton Hershey. "My idol growing up was Hershey. He failed a lot, but he became successful, built an empire and gave it all back to the kids," Wolfe says. "I think about what he did and the great fortune I had to go out there and build a business career." 