



Contact:

Heather Beshears
Vice President, Corporate Communications
InPlay Technologies, Inc.
480-586-3357
Heather@InPlayTechnologies.com

InPlay Technologies Licenses Duraswitch Technology to Miller Dial

PHOENIX, Ariz. (February 28, 2007) – InPlay Technologies (NASDAQ: NPLA) announced that it has executed a non-exclusive license agreement with Miller Dial LLC, granting Miller Dial the right to market and manufacture products using Duraswitch® patented electronic switch technologies.

Duraswitch technology includes PushGate®, a thin, durable pushbutton with crisp tactile feedback, thiNcoder®, a flex circuit mounted rotary switch that enables low-cost integration with pushbutton switches, and MagnaMouse™, a flat-panel, circular wheel control to dial up and down on an electronic device.

“Our customers needed a robust switch technology and we believe the Duraswitch technology provides it. As we enter our 70th year, we continue to expand our product offerings and provide the best solutions,” said Jim Kaldem, general manager, Miller Dial.

“Our licensing business model allows OEMs to specify Duraswitch technology in their designs, which drives new licensees for our technology,” said Tim Kuhn, vice president business development for InPlay. “In this case, multiple OEMs requested that Miller Dial become a Duraswitch licensee. Miller Dial starts out ahead of the game with several customers already moving forward with the Duraswitch technology.”

Duraswitch technologies can be easily adapted to meet a wide range of design requirements, giving switch manufacturers and OEMs advantages over other types of switches. thiNcoder is an extraordinarily thin, sealed rotary switch integrated on a flex circuit that can be customized for any application. PushGate offers numerous options including a normally closed option, safety switches to eliminate contact bounce and high-impact designs for abusive environments.

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 Miller Dial

Headquartered in El Monte, California, Miller Dial was founded in 1937. In the 70 years since its founding, the Company has established a national reputation for providing high quality products and outstanding customer service. Miller Dial has developed a substantial base of tools, dies, artwork and proprietary processes used to manufacture its custom products. The Company is one of the largest manufacturers in its industry, and has consistently ranked among the top 15 of Screenprinting Magazine’s annual listing of the top 100 screen printers. Visit www.millerdial.com for more information.

About InPlay Technologies

InPlay Technologies develops, markets and licenses proprietary emerging technologies. Working with licensees and OEM customers, InPlay offers technology solutions that enable innovative designs and improved functionality for electronic products. The company's MagicPoint® technology is the only digital-based pen-input solution for the rapidly growing tablet PC and mobile computing markets. Its 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, making it ideal in a wide range of commercial and industrial applications. InPlay is focused on further commercializing these technologies and seeking additional innovative technologies to enhance its portfolio. Visit www.inplaytechnologies.com for more information.