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Vesta Corporation Celebrates its Third Year Among *Inc. 500*'s Fastest Growing Private Companies

Ranked #14 for Five-year Sales Growth of 6,330%

PORTLAND, Ore. – Oct. 1, 2003 – *Inc.* Magazine, the premier publication for small and medium-sized businesses, today released its 22nd annual *Inc. 500* ranking of the fastest-growing private companies in the country. Vesta Corporation, the leading provider of recharge services for prepaid accounts, ranks #14 with five-year sales growth of 6,330%. The 2003 placement marks Vesta's third year in a row on the *Inc. 500*. The *Inc. 500* Special Issue will appear on newsstands October 14th and will be on display until January 2004.

“Even in a difficult economy, the market for prepaid products continues to grow,” said Doug Fieldhouse, president and CEO of Vesta Corporation. “We credit Vesta's success to the increased demand for solutions that can extend the life and revenue opportunities of these products.”

The companies that made this list have thrived through continued stagnation in the economy, posting an average five-year sales growth of 1,312%. With aggregate revenue of \$14.4 billion, *Inc. 500* companies are a formidable market force. And while the United States shed 1.5 million jobs in 2002, *Inc. 500* companies – half of which were launched with less than \$20,000 – provided employment for 67,973 people.

“The entrepreneurs you'll find on the *Inc. 500* have the type of attitude we need to get this economy moving again,” said *Inc.* editor-in-chief John Koten. “For them, a tough market is not an excuse for poor performance, but an opportunity to innovate and rise above the competition.”

The *Inc. 500* ranks privately held companies according to sales growth over the past five years. With 75% of all new job creation in the U.S. coming from small businesses, the *Inc. 500* is a prescient indicator of the companies and industries that are driving the economy forward. Over the years, the *Inc. 500* has identified the next generation of world-class companies, with Microsoft, Stonyfield Farms, Timberland, Oracle, Princeton Review, Morningstar, E* Trade, Intuit and Domino's Pizza all appearing on the list before they became industry powerhouses.

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To be eligible for this year's *Inc. 500*, companies had to be independent and privately held through their fiscal year 2002, have had at least \$200,000 in sales in the base year of 1998, and their 2002 sales had to exceed 2001 sales. *Inc.* verifies all information using tax forms and financial statements from certified public accountants and by conducting interviews with company officials.

About Inc. Magazine

Inc., the only business magazine dedicated exclusively to owners and managers of fast-growing private companies, delivers real solutions for today's innovative company builders. It provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing and technology. *Inc.* is the premier publication that focuses on small-to-medium size businesses, which are responsible for more than half the nation's gross domestic product and 75% of its new jobs. And *Inc.* looks beyond work to address the entrepreneurial lifestyle. *Inc.*, a Gruner + Jahr USA publication, inspires and informs, with cutting edge coverage that reflects our readers' energy, brashness and imagination.

About Vesta Corporation

Headquartered in Portland, Ore., Vesta is the leader in stored value recharge solutions. Vesta utilizes proprietary recharge and authentication technologies to manage its partners' stored value programs, and provides a convenient and secure account recharge solution to consumers. Vesta has been ranked as one of America's fastest growing private technology companies by Inc, Fast Company, and Deloitte and Touche, and was recognized by the ComputerWorld Honors Program for technological advancements. Uniquely suited to stimulate customer loyalty in the telecom, financial services and retail industries, Vesta's solutions are designed to support credit card-not-present (CNP) transactions requiring real-time customer authentication and account recharge. For more information on Vesta Corp. visit www.trustvesta.com or email info@trustvesta.com.

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