

E-CENTIVES AND COUPONS, INC. SETTLE PATENT INFRINGEMENT LAWSUIT

BETHESDA, MD and MOUNTAIN VIEW, CA April 27, 2005 - E-centives, Inc. (SWX: ECEN) and Coupons, Inc. today announced that they have reached a mutually agreeable settlement of E-centives' lawsuit alleging that Coupons, Inc. infringed certain claims of U.S. Patent Nos. 6,321,208 and 6,336,099 that was pending in the United States District Court for the District of Maryland. As a result of the settlement, the lawsuit will be dismissed and Coupons, Inc. has been granted a limited license to the two patents. The terms of the settlement are confidential.

Under the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, E-centives cautions investors that any forward-looking statements or projections made by the company, including those that may be made in this press release, are based on management's expectations at the time they are made, but they are subject to risks and uncertainties that may cause actual results to differ materially from those projected. Specifically, E-centives forecasts of revenue growth, customer growth and EBITDA are forward looking in nature, and could differ materially from current expectations. E-centives' future results may be impacted by factors such as technological changes, market acceptance of the company's services, E-centives ability to grow its customer base, and competitive market pressures, among other things. E-centives' future results also may be impacted by other risk factors detailed from time to time in the company's registration statements and Forms 10-K and 10-Q filed with the Securities and Exchange Commission. By making these forward-looking statements, E-centives undertakes no obligation or intention to update these statements after the date of this release.

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