

iPAY TECHNOLOGIES STRIKES STRATEGIC ALLIANCE WITH iTHRYV AS THE COMPANY'S ONLINE BILL PAY PROVIDER

iPay's impressive technology strengthens iThryv's 'next generation' internet banking suite

FINOVATE STARTUP 09, SAN FRANCISCO, APRIL 28, 2009 - Continuing its 2009 initiatives to grow their partnership network, iPay Technologies, the leading independent online bill payment provider, today announced a strategic partnership with iThryv, LLC. iPay Technologies' bill payment solution will become an integrated part of iThryv's online banking platform, touted as Online Banking for the Next Generation.

iThryv's platform provides financial institutions premium internet banking that goes well beyond standard internet banking tools. iThryv incorporates a unique interactive online banking environment allowing users to personalize their online banking experience, including choosing themes, adding pictures, assembling the layout, and offers dynamic tools to promote financial literacy.

iPay's online bill pay platform is the first partner solution programmed within the iThryv platform, offering fully integrated services including single sign on capabilities. iThryv worked with iPay to design a customized widget for online bill payments, creating a seamless transition from iThryv's interface to iPay's online bill pay solution.

"We are excited to partner with iThryv," said James Hyde, senior vice president, Business Development at iPay. "iThryv's Internet banking suite of services has gained a lot of attention recently for its innovation and seamless integration for financial institutions; iPay will provide additional value to these robust offerings."

iThryv chose iPay as a strategic partner because of its known suite of award winning bill pay solutions, and for iPay's strong dedication to exceptional customer support. "The relationship with iPay allows us to further extend our offering with industry leading bill payment services," said Gary Nelson, chief executive officer, iThryv LLC. "iPay's innovation and focus on customer service were key components of this relationship. iPay will be a valuable partner as we continue to deliver new capabilities within iThryv's online banking platform."

About iPay Technologies

iPay Technologies is the leading independent provider of Internet bill payment services. Founded in 2001, iPay develops and fully supports consumer and small business online bill pay solutions for more than 2,800 financial institutions nationwide and in Puerto Rico. iPay offers exceptional customer service with a U.S. based customer service center of over 210 bill pay experts who resolve 9.5 of every 10 calls within the first five minutes. iPay offers a 99.93% payment success rate with more than 1,200,000 bill pay customers, and over 4,000,000 payments processed each month. The company is owned by Spectrum Equity Investors, Bain Capital Ventures, and management. More information about iPay is available at www.ipaytechnologies.com.

About iThryv

iThryv, LLC was founded in 2007 and provides innovative internet banking products developed with the socially conscious mission to both serve and educate the financial institution's customers. Unlike existing

solutions that focus on basic, self-service functionality, the iThryv solution brings the world of online banking into the Web 2.0 world. With its modern interface, customizable feature set, personalization capabilities, intelligent content delivery, and financial management tools, iThryv enables institutions to build a strong relationship with their customers via the online channel. For more on iThryv visit www.ithryv.com.