



## **NEWS RELEASE**

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### **iPay Annual User's Conference Focuses on Long-Term Partnerships**

**Elizabethtown, Ky., Nov. 28, 2006** - iPay Technologies, a leading online bill pay provider for community financial institutions, recently hosted its annual User's Conference in Nashville, Tennessee, from October 18 to 20. With a focus on long-term partnerships, the User's Conference served as an open forum for iPay to share its future direction and for clients to share their ideas and suggestions for iPay's online bill pay products and services.

"Our bank executives attend several vendor conferences throughout the year," said Marcy Hutchinson, assistant vice president and branch manager for Placer Sierra Bank in California. "But none have compared to the phenomenal event iPay hosted in Nashville. Their unwavering commitment to present that 'wow' feeling to all of their participants far surpasses any competitor in the business. iPay understands the impact this has on their clients."

The annual User's Conference gives iPay Technologies and its clients the opportunity to exchange product ideas and discuss emerging needs and market trends. Participating financial institutions learned ways to maximize the use of online bill pay software and leverage iPay's strategic partnerships with VeriSign and MasterCard RPPS.

As the keynote speaker at the User's Conference, Ed McLaughlin, senior vice president of MasterCard RPPS, underscored the importance of online bill pay to financial institutions.

"With mass adoption of online bill pay now occurring, our industry must be focused on delivering superior solutions that meet the growing consumer demands for flawless and efficient processing," said Ed McLaughlin. "MasterCard RPPS and iPay will achieve this by continuing to work together to serve all our mutual customers."

As part of iPay's commitment to long-term partnerships, participating financial institutions were presented with marketing tools to increase online bill pay adoption, as well as compliance information concerning Multifactor Authentication. iPay currently maintains partnerships with more than 1,100 financial institutions and develops on average 25 new partnerships monthly.

### **About iPay Technologies**

Headquartered in Elizabethtown, Kentucky, iPay Technologies provides full-service online bill pay solutions that offer end-users a high level of control, customization, and security to more than

1,100 community financial institutions in the United States. iPay partners with community banks and credit unions to make online bill pay quick, easy, and hassle-free for consumers. By consistently delivering the service that financial institutions and their customers and members rave about, iPay is rapidly becoming a leading provider of online bill pay solutions. For more information, please visit iPay Technologies at [www.ipaymybills.com](http://www.ipaymybills.com).

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