



## NEWS RELEASE

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### **iPay Partners with ClickVue to Increase Bill Payment Adoption**

*- Online bill payment tutorials assist community financial institutions in promoting Internet services -*

**Elizabethtown, KY, May 31, 2006** – iPay Technologies, a leading online bill payment provider, recently teamed with ClickVue, a developer of Web-based, interactive tutorials. Community financial institutions using iPay's bill payment solution may choose ClickVue's online instructional video as a value-added service to introduce online bill payment to their end consumers.

iPay and ClickVue's combined efforts provide an effective avenue to increase bill pay adoption, which in turn strengthens the consumer relationship and grows revenue with little effort from the financial institution.

"Our experience with financial institutions shows that 40 percent of the people who watch our online tutorials actually click to become a bill pay customer," said Scott Hanson, founder and president of ClickVue. "Converting consumers from simply checking balances to paying bills online creates greater value for them without placing more demands on the financial institution's resources. The net result is a more satisfied consumer and a pain-free increase in revenue for the institution."

"If someone were shopping banks, they would see the bill pay video right on our home page," said Crystal Hubbard, electronic banking manager at Cornhusker Bank in Lincoln, Nebraska. "Using ClickVue is relatively inexpensive, and has helped our bill pay enrollment numbers jump without any other forms of marketing. Just as important, the service is very low maintenance for us."

"iPay allows bankers to be bankers and not online bill payment specialists. ClickVue shares our values to provide excellent product quality and a strong commitment for educating the general public to use online technologies," said Kelli Schultz, president of iPay Technologies. "21<sup>st</sup> century financial institutions require solutions that will increase revenue without adding to their workload. Financial institutions will benefit by providing a turnkey, low maintenance bill payment service that supports their reputation as a trusted, knowledgeable financial resource."

### **About ClickVue**

ClickVue specializes in creating interactive educational videos for financial institutions. By combining the power of video with the interactive on-demand convenience of the web, the company helps clients achieve top customer conversion rates, while enjoying outstanding customer service. ClickVue has created highly successful interactive video campaigns for financial institutions of all sizes, from Fortune 500 powerhouses to neighborhood banks and credit unions. For more information about ClickVue, please visit [www.clickvue.com](http://www.clickvue.com). ClickVue is based in Raleigh, NC.

**About iPay Technologies**

Headquartered in Elizabethtown, Kentucky, iPay Technologies provides full-service Internet bill payment software that offer end-users a high level of control, customization and security to more than 1,000 community financial institutions in the United States. iPay partners with community banks and credit unions to make electronic bill paying quick, easy and hassle-free for consumers. By consistently delivering experiences that financial institutions and their customers and members rave about, iPay is rapidly becoming a leading provider of Internet bill payment services. For more information please visit iPay Technologies Web site at [www.ipaymybills.com](http://www.ipaymybills.com).

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