

## **IP Applications Corp. Welcomes Former Juniper Networks and Macromedia Inc. Executive Penny Wilson to its Board of Directors / Grants Stock Options**

**VANCOUVER, BC – September 18, 2009** – IP Applications Corp. (TSX-Venture: IPX) ("IPA" or the "Company") is pleased to announce that Penny Wilson will join the IP Applications board of directors effective September 18, 2009.

Penny has over 25 years of corporate leadership experience in technology marketing including Chief Marketing Officer (CMO) roles with Juniper Networks and with Macromedia Inc.

As CMO at Juniper Networks from 2007 to 2009, she was part of an executive team that delivered a 26% increase in earnings and a 36% increase in EPS. Penny was responsible for ensuring a consistent global brand strategy and clear customer value propositions for the company's products. She also rebuilt key agency and supplier partnerships and led the initiative to transform Juniper's brand and online presence that launched in February 2009.

Before joining Juniper Networks, Penny was the Senior Vice President and Chief Marketing Officer for Macromedia Inc. Penny led Macromedia's worldwide marketing through the final launch of the entire Macromedia product suite, the launch of the Flash Platform and the \$4.2 billion acquisition by Adobe Systems Inc. in December 2005.

"We are thrilled to welcome Penny to our board of directors. Penny's experience and perspective, gained over a decade with successful Silicon Valley firms, will be invaluable as we expand our marketing and sales programs" said John Jacobson, President and CEO of IPA.

Penny Wilson said "I'm excited to be joining IPA as they move into a significant growth period with their on-demand billing and payments solution. I see a huge opportunity to solve the monetization problems of companies selling SaaS and cloud services. I look forward to contributing to their success."

In addition, the Company will be granting Ms. Wilson 200,000 incentive stock options under its existing fixed Stock Option Plan, which are exercisable at a price of \$0.13 per share, for a period of 5 years and vest in stages over a period of not less than 18 months. This grant is subject to regulatory approval.

### **About IP Applications**

IP Applications Corp. ([www.ipapplications.com](http://www.ipapplications.com)) delivers subscription billing and recurring payments for online subscription businesses. The Company's billing software, recurring payments processing and technical support services support SaaS and Cloud Computing businesses as well as internet service providers. Established in 1998, the Company's client roster includes Sprint Nextel, Bell Mobility, Amway Corporation and AOL Canada. For more information on the Company and its services, see [www.ipapplications.com](http://www.ipapplications.com).

### **Forward-Looking Statements**

This news release contains forward-looking statements. Actual events or results may differ materially from those described in the forward-looking statements due to a number of risks and uncertainties, including changes in financial and product market conditions. Forward-looking statements are based on management's estimates, beliefs, and opinions. The Company assumes no obligation to update forward-looking statements, other than as may be required by applicable law.

***Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***

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