



**IP Applications Corp. Becomes Monexa Technologies Corp., Reflecting Growth in On-Demand Billing**

FOR RELEASE AT 8:00AM EDT OCTOBER 27, 2009  
**VANCOUVER, BC, October 27, 2009 –**

On-demand billing experts IP Applications Corp. (the "Company") announces that, effective today, the Company is changing its name to Monexa Technologies Corp. The Company's wholly-owned operating subsidiary IP Applications Solutions Inc. is changing its name to Monexa Solutions Inc. The legal entities and the Company's share capital will continue as they were and are not affected by the name changes.

The Company will use "Monexa Billing" to brand its advanced online monetization services for enterprise customers, SaaS businesses and Cloud Infrastructure companies. The Company will be maintaining "IP Applications" as a trade marked service for the traditional Internet business.

Commencing at market opening Wednesday, October 28, 2009, the Company's trading symbol will be "MXA" and the Company's shares will continue trading on the TSX Venture Exchange under the new name and symbol.

"The Monexa brand is our response to the dramatic growth of SaaS and Cloud Infrastructure services. We've been providing superior monetization for eleven years and this new market has created increased demand for our game-changing billing solution." explains John Jacobson, President and CEO of Monexa.

Monexa Billing gives customers the freedom to bundle and price their services competitively. The solution includes built-in subscription storefronts, sophisticated product catalog and pricing modules and strategic business analytics. Clients use Monexa to manage, bill and collect payments from their subscription customers. The solution enables clients to focus on growing their business and outperforming their competitors.

The brand is centered on rapid and dependable monetization for any business. The Company has adopted the tagline 'Game-changing billing now possible'.

The Company name change will not affect the products, services or overall experience for current Monexa customers.

**About Monexa**

Monexa pioneered the on-demand subscription billing space and has worked with hundreds of businesses to help monetize their services. A deep skill-base and leadership in subscription billing sets Monexa apart from other service providers and attracts established customers North America-wide. Monexa's customers range in size from high growth SaaS and Cloud Infrastructure companies to large household name companies like AOL Canada, Sprint, Amway and Bell Mobility.

Monexa provides companies the freedom to market their services through creative pricing plans by removing barriers imposed by traditional billing and payments processes. Monexa stands for rapid, dependable, monetization of all subscription services. For more information visit [www.monexa.com](http://www.monexa.com)

This news release does not constitute an offer to sell or a solicitation of an offer to buy any of the Company's securities in the United States. The securities have not been and will not be registered under the United States Securities Act of 1933, as amended (the "1933 Act"), or any state securities laws and may not be offered or sold within the United States or to U.S. persons unless registered under the 1933 Act and applicable state securities laws, or an exemption from such registration is available.

### **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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High resolution photos and interview opportunities available.

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