

## NEWS RELEASE

### IP Applications Corp. a Gold Sponsor of SaaS Software Industry Conference

**Vancouver, March 11, 2009** - IP Applications Corporation (TSX-Venture: IPX) announces its Gold-level sponsorship of [SaaS Summit 2009](#). The Software-as-a-Service industry conference runs from March 11, 2009 to March 13, 2009 in San Francisco, CA.

Since 2006 the SaaS Summit event has been the largest annual Software-as-a-Service industry conference. The conference brings together industry executives, investors and thought-leaders to discuss the state of the SaaS and Cloud computing industries. As a rapidly emerging player in payment processing and subscriber management for SaaS and Cloud computing companies, IP Applications is proud to be a Gold Sponsor of this event.

John Jacobson, President and CEO said "After extensive research it's clear our application has unique and valuable features and benefits for fast-growing SaaS and Cloud computing companies. When clients sign up for our billing service, they instantly go beyond the basics of just getting paid every billing cycle and start using product marketing techniques like free trials, product options and value bundles. From the moment they sign up, we give them all the tools to market like the way that cell-phone companies do. From subscriber storefronts to administration portals to processing subscriber payments, they get it all from us."

### About IP Applications

IP Applications Corp. ([www.ipapplications.com](http://www.ipapplications.com)) delivers billing, payments processing and technical support services for online businesses. The Company's on-demand billing and payments application delivers variable recurring payments processing and subscriber lifecycle management for Software-as-a-Service (SaaS) and Cloud computing companies. Established in 1998, the Company has a client roster that includes Sprint Nextel, Bell Mobility, Amway Corporation and AOL Canada, a division of Time Warner.

### Forward-Looking Statements

This press release may contain 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. Forward-looking statements are based on management's estimates, beliefs, and opinions. The company assumes no obligation to update forward-looking statements.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

### Contact:

Richard Topham, CFO  
D 604.630.5657

E [rtopham@ipapplications.com](mailto:rtopham@ipapplications.com)