



NEWS RELEASE

IPA Launches Subscription Billing v5.0 – The First Ever “Out-of-Box” Online Storefront for subscription Businesses

VANCOUVER, BC, June 25, 2009 – SaaS industry experts IP Applications (IPA) announce today the launch of their latest product offering, *Subscription Billing v5.0*. The newly released version boasts the first ever “out-of-box” storefront allowing businesses to quickly and easily launch products and expand business into the SaaS market place.

This major release comes less than a year later after the launch of product V4.0 which delivered Telco and ISP grade subscription billing services to the SaaS and general online subscription business community. IPA is currently offering the most advanced subscription billing and payment solution on the market and remains on the cutting edge with this fifth release.

“We know from experience that SaaS companies require complete, end-to-end subscription billing services and are increasingly looking for effective and easy to launch storefront options to improve online business.” explains John Jacobson, CEO & President of IPA. “Our product provides businesses with an unprecedented flexibility to model their billing and payments processes without requiring them to invest in lengthy development and build out costs.”

Subscription Billing v5.0 product highlights include a brand new management user interface and an expanded API that includes catalog management and payment engine management. Also included in the “out-of-box” storefront product are a dynamic product browser and customer self-serve portal. *Subscription Billing v5.0* now provides:

Greater Ease of Use – The v5.0 browser based user interface is built on Google’s GWT and the IPA subscription billing platform API. It improves the day to day user experience for administrators of the product catalogue and subscription accounts and provides “at-a-glance” critical information about subscriber accounts.

More Power – Expanding on the industry’s already most extensive billing and payments API, v5.0 exposes a full one third more capability allowing programmatic control of the product catalog and direct control of the payments engine.

More Control – v5.0 allows customers to dynamically manage their product catalog programmatically, or sync the catalogue with external systems for seamless synchronization of sales and back office systems.

Unique Out-of-Box Concept – v5.0 is characterized by a comprehensive, ready to use, purchasing storefront that includes terms and conditions, optional service upgrades and optional one-time purchases.

Also included is a fully functional "out-of-box" subscriber self-serve portal allowing subscribers to maintain their own accounts, saving on support costs.

IDC predicts that by the end of 2009, 76% of organizations will use at least one SaaS-delivered service. As the subscription business model continues to see consistent growth and popularity, IPA maintains position as the most experienced provider available with recognized and established clients throughout North America. *Subscription Billing v5.0* is available immediately and will be automatically available to all current IPA customers as a part of their total solution.

“As the SaaS space grows, we are consistently releasing products that help our customers function and grow within it. *Subscription Billing v5.0* meets the needs of companies looking to monetize SaaS offerings quickly and easily.” states Jacobson. “Although v5.0 is distinguished by ‘out-of-box’ capabilities, the product remains highly configurable and flexible. There is currently nothing on the market that compares.”

About IPA

For the past 11 years, IP Applications (IPA) has broken ground in the SaaS billing industry and worked with hundreds of businesses to help maintain and improve their brand, service levels and business volumes. A deep skill-base and leadership in billing software sets IPA apart from similar service providers and attracts established customers North America-wide. IPA’s customers range in size from small regional firms to large household name companies like AOL Canada, Sprint, Amway and Bell Mobility.

A pioneer in offering subscription billing from the cloud, IPA continually sets the standard for capabilities, trust and customer service. IPA makes it possible for any company to rapidly build, manage and grow their online subscription business. IPA operates out of Vancouver, BC Canada. IPA - The most complete, experienced, end-to-end subscription billing and payments-service available from the cloud. Period.

For more information visit www.ipapplications.com

High resolution photos and interview opportunities available.

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