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ClairMail Signs Development and Deployment Agreement to Integrate Visa Mobile Services Into its Mobile Banking Platform



CLAIRMAIL TODAY ANNOUNCED THAT IT HAS SIGNED A DEVELOPMENT AND DEPLOYMENT AGREEMENT WITH VISA.

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ClairMail, a leader in mobile banking and payment solutions, today announced that it has signed a development and deployment agreement with Visa (NYSE: V), the world’s largest retail electronic payments network, that allows ClairMail to integrate Visa mobile services into the mobile banking and payments infrastructure that ClairMail provides to leading financial institutions.

ClairMail bank customers who are also Visa clients can take immediate advantage of Visa’s mobile services by adding them to an existing mobile banking deployment and creating a more comprehensive mobile banking offering. Visa mobile services include applications that support mobile payments, tailored merchant offers, and near-real time transaction alerts and notifications.

The agreement adds new functionality to ClairMail’s best-of-breed mobile banking and payments platform, and expands the value of ClairMail services to its bank customers. The ClairMail platform provides end users with comprehensive mobile banking

and payments functionality, optimizing user experience across any delivery method -- SMS, email, mobile web or Smart Client application. The ClairMail platform also delivers personalized and conversational alerting capabilities that empower users to conduct transactions, and respond to or resolve account activity within the mobile channel.

“Today’s agreement with Visa, the world’s preeminent payment brand, represents another significant milestone for ClairMail and further extends our leadership in the industry,” said ClairMail Chairman Joe Salesky. “This will let our customers easily offer a richer set of mobile features to their Visa account holders as an integral part of their mobile banking experience.”

“Mobile devices are quickly becoming an essential financial management tool for consumers around the globe,” said Tim Attinger, head of product innovation at Visa Inc. “Integrating Visa mobile services into ClairMail’s platform will help consumers to better manage their Visa accounts and has the potential to speed the deployment of these services for Visa issuers.”