



ClairMail Chosen as Mobile Commerce Innovator at BAI Retail Delivery Conference & Expo

NOVATO, CA, November 12, 2007 — ClairMail™, Inc., the leader in 2-way mobile phone-based customer interaction, today announced that it was one of only six companies chosen as a BAI Innovation Moment award recipient at the upcoming BAI Retail Delivery Conference & Expo in Las Vegas. In addition, the company's chief executive officer, Joseph Salesky, will be presenting in two sessions at the conference.

The BAI Innovation Moment award spotlights the most forward-thinking ideas, products, technologies and business approaches in retail banking. Submissions were judged by a panel of leading retail banking experts, and ClairMail's solution was selected as the Mobile Commerce Innovator. The ClairMail System will be highlighted in a video to be broadcast at the conference.

"The ClairMail System enables financial institutions to provide all of their customers with a mobile banking and payments solution on any mobile phone, using any of the three mobile user interfaces available – messaging, mobile web and client applications. It is an honor to have BAI acknowledge our innovative approach to mobile banking," said Joseph Salesky, CEO of ClairMail. "Being recognized by the financial services industry's leading professional organization is a major testament to our efforts in the mobile banking and payments industry and we look forward to continuing this momentum."

On Tuesday, November 13, 10:15-11:30 AM, Salesky will speak at the *BAI Banking Strategies* mobile banking roundtable discussion, addressing consumer response, business cases for financial providers and obstacles for financial institutions.

On Wednesday, November 14, 11:45-12:15 PM, Salesky will deliver a presentation on the topic of "Maximize Mobile Banking Adoption with the Triple Play" in Expo Solutions Theater #3. During this session, he will discuss the benefits of financial institutions providing all three mobile user interface types – messaging (SMS and email), mobile web and client applications – to their customers for mobile banking, and how this is the optimal solution for addressing the needs of multiple business units, including retail, wholesale, fraud and credit card.

With their latest System Release 3, ClairMail is the the first and only mobile banking and payments solution that works on all mobile phones and supports all three user interface types – appealing to the most consumers and accelerating adoption. On one platform with a single implementation, the ClairMail System seamlessly and securely integrates with financial institutions' systems of record and empowers financial institutions to provide their customers with a comprehensive suite of 2-way mobile banking and payment services.

Please visit ClairMail at the BAI Retail Delivery Conference & Expo at booth #2531. Further details are available at: <http://www.bai.org/retaildelivery/>

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About ClairMail

ClairMail optimizes any mobile phone for two-way customer interaction. Only the ClairMail System offers mobile banking and payments applications that utilize any phone's existing messaging and mobile web software and extend the capabilities of third-party client applications. On one platform with a single implementation, ClairMail empowers financial institutions to provide their customers with easy and immediate two-way access to secure information, account management, no-hold customer service and Actionable Alerts™. Unlike other proprietary and inflexible point solutions, the ClairMail System is a turnkey, standards-based offering that seamlessly and securely integrates with existing systems, delivers the fastest time to value and provides an alternative to more costly channels like call centers and IVR. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners, Outlook Ventures and JAFCO Ventures. For more information call (415) 884-7270 or visit www.clairmail.com.