



ClairMail Releases First Mobile Banking and Payments Solution to Support Triple Play of User Interface Types

First-of-its-kind platform empowers banks to reach all consumer segments by utilizing messaging, mobile web and native client applications

NOVATO, Calif., August 28, 2007 — ClairMail, Inc., the leader in 2-way mobile phone-based customer interaction, today announced ClairMail System Release 3, the first and only platform to support the “triple play” of all three user interface types available for mobile banking and payments: messaging (SMS and email), mobile web and native client applications.

With ClairMail System Release 3, the messaging and mobile web applications use the software already built into virtually every mobile phone, giving financial institutions a single, secure solution for all their mobile banking and payment offerings. The platform also provides the integration, management and 2-way capabilities required by native client applications. As a result, with one platform and a single implementation, financial institutions can immediately offer messaging and mobile web-based services to their customers and be equipped to support native client applications as they become available.

In its recent report, *Mobile Banking—Getting It Right This Time: Segmenting Customers and Assessing Platforms in a Unique Channel*, Javelin Strategy & Research points out the strengths of all three mobile user interface types, and shows how each one appeals to different consumer segments. To attract the most consumers and accelerate adoption, Javelin recommends that financial institutions offer all three user interfaces: messaging, mobile web and client applications.

“One size does not fit all when it comes to mobile banking,” said James Van Dyke, Founder and President of Javelin Research. “As mobile banking hits the mainstream, banks need to be aware of the multiple mobile banking modes preferred by their customers and offer a comprehensive choice of user interfaces in order to gain the most traction with their offering. Javelin data supports this multi-faceted approach to mobile banking implementation incorporating messaging, mobile web and client applications into a single, secure platform.”

The ClairMail System employs many layers of security designed to protect both the financial institution’s customers and IT infrastructure. Encryption is used throughout the ClairMail System, and confidential data is never transmitted or stored on mobile phones. Customers are authenticated before mobile phone numbers are enrolled, thereby establishing a trusted path of communication between bank systems of record and customer mobile phones. Higher risk transactions use escalated, multifactor authentication to mitigate fraud and prevent identity theft. Multi-modal integration enables mobile web banking sessions to be securely initiated by first sending and receiving text messages via the trusted path.

In its April 2007 Mobile Banking – Getting It Right This Time Report, Javelin also recommends that financial institutions take advantage of the “2-way, dynamic, real-time nature of the mobile channel to maximize the uniqueness of customer service.” The ClairMail System seamlessly and securely integrates with a financial institution’s systems of record, empowering financial institutions with a host of unique 2-way mobile banking and payments services – including account management, fraud mitigation, actionable alerts, mobile payments, marketing campaigns and no-hold customer service. To further maximize consumer adoption, the ClairMail System is the only solution that operates on all mobile phones – regardless of manufacturer, model, operating system or wireless carrier.

“Mobile banking requires 2-way capabilities in order to fuel its popularity across a wide variety of demographics. Banks also need to diversify the mobile banking user interfaces they offer their customers to successfully attract the most users,” said Joseph Salesky, CEO of ClairMail. “ClairMail System Release 3 enables banks to provide their customers with a comprehensive 2-way mobile banking and payments solution no matter their phone type or preferred communication method.”

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About ClairMail

ClairMail optimizes any mobile phone for 2-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 native client applications. On one platform with a single implementation, ClairMail empowers financial institutions to provide their customers with easy and immediate 2-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.

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