



ClairMail to Present with Wells Fargo and BB&T at BAI TransPay Conference and Expo

NOVATO, Calif., February 4, 2008 — ClairMail, Inc., the leader in 2-way mobile phone-based customer interaction, today announced that the company's chief executive officer, Joseph Salesky, is presenting at the BAI TransPay Conference and Expo, February 5-7 in Grapevine/Dallas, TX, alongside representatives from Wells Fargo, BB&T and Novantas. The panel will discuss real-world stories and strategies for mobile banking and payments success and profitability.

Who: Joseph Salesky, CEO, ClairMail, Inc.
Megan Minich, senior vice president, Mobile Technologies, Wholesale Internet and Treasury Solutions, Wells Fargo Bank
Montresa McMillan, senior vice president, Online Channel Self Service, Branch Banking and Trust Co.
Ronald Mazursky, managing director, Novantas LLC

When: Tuesday, February 5, 2008 at 2:30 pm CST

Where: BAI TransPay Conference and Expo

What: Mobile technology is unlocking a new world of electronic banking and payments transactions, but along with this opportunity comes the challenge of crafting product applications and business alliances that will drive profitable growth. This session will examine emerging success stories in the development and roll-out of mobile banking and payments products, drawing on the perspectives of leaders in mobile banking and payment technology and early adopters in mobile financial services from U.S. banks.

- Product development process and customer orientation
- Product design and differentiation
- Vendor selection
- Business models and metrics
- Perspectives on the future of mobile banking and payments

"As most large US banks have rolled out mobile banking and payments solutions, we have seen some innovative and successful approaches to mobile banking and payments emerge," said Salesky. "This presentation will provide real-world examples of how banks can ensure their mobile banking and payments initiatives experience success and growth in consumer adoption, customer service and revenue generation."

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 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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