

Press Release



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Firethorn Named "Mobile Player to Watch in 2007"

– Analyst Research highlights Firethorn's innovation and growth potential –

ATLANTA—March 9, 2007 — Mobile banking and payments enabler Firethorn Holdings, LLC (www.firethornmobile.com) announced today it is among IDC Research's "Ten Emerging Mobile Players to Watch in 2007." The recognition by IDC in December acknowledged Firethorn's potential to make substantial impact in the larger mobile market.

According to Shiv K. Bakhshi, Ph.D., director of IDC's mobile technology research, the outlook for Firethorn and other mobile companies is promising given the rapidly evolving mobile market. He says the number of small start-up companies making a name for themselves in the market is growing, noting small companies are often pioneering new solutions to today's challenges.

"Some of the most innovative and interesting companies in the mobile space are ones that few people have heard of," explained Bakhshi. "Smaller companies like the ones IDC has highlighted are among those taking innovative approaches to mobile issues and are companies to watch going forward for the impact they may have on the broader mobile market."

Founded by former Ernst & Young Entrepreneur of the Year Tripp Rackley, Firethorn links financial institutions and wireless carriers through a unified, secure and scalable technology platform that seamlessly extends full-service banking and payments capabilities to consumers from any financial institution to any wireless device, regardless of manufacturer or network.

"The market opportunity for mobile banking and payments is extraordinary. But for the industry to reach its full potential, financial institutions and wireless carriers must work together. This is our mission at Firethorn," said Rackley. "We are honored to be recognized by IDC as one of their ten emerging companies to watch."

About Firethorn (www.firethornmobile.com)

Atlanta-based Firethorn is a mobile banking and payments enabler that links financial institutions and wireless carriers through a unified, secure and scalable technology platform that seamlessly extends full-service banking and payments capabilities to consumers from any financial institution to virtually any wireless device. By partnering with Firethorn, financial institutions and wireless carriers alike gain a competitive service differentiator that improves customer retention, generates revenue and answers consumer demands for more product/service convenience. For more information on Firethorn, visit www.firethornmobile.com or call 678.507.2500.

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