

Press Release



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Firethorn to Present at Mobile Payment Forum Spring Meeting

– CEO Tripp Rackley to discuss benefits and advantages of mobile banking for financial institutions and wireless carriers –

ATLANTA—March 12, 2007 — Mobile banking and payments enabler Firethorn Holdings, LLC (www.firethornmobile.com) announced today Chairman and Chief Executive Officer Tripp Rackley will speak at the Mobile Payment Forum Spring Meeting March 13, 2007 in San Diego, Calif.

Mr. Rackley, a payments and banking industry veteran and Ernst & Young Entrepreneur of the Year, will present "Mobile Banking and Payments: The Key to Success." The presentation will demonstrate the business benefits and competitive advantages of mobile banking delivered through Firethorn's unique solution.

The Mobile Payment Forum is a global multi-industry alliance of organizations from the mobile and financial industries dedicated to the advancement of mobile commerce. The non-profit organization seeks to bring industry leaders together to create a foundation for standardized, secure and authenticated mobile payments.

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 downloadable application allows users to check account balances, transfer funds and pay bills using their mobile devices.

According to Rackley, Firethorn has been working for five years to perfect its technology and finalize partnerships with carriers and financial institutions. "We planned our launch and timed our funding on converging technology and marketplace conditions favorable to mass consumer adoption," said Rackley. "That time is now."

Prior to founding Firethorn, Rackley served as Founder, Chairman and Chief Executive Officer for nFront, Inc. (now Digital Insight, an Intuit company), a leading provider of full-service Internet banking solutions for financial institutions.

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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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