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FOR IMMEDIATE RELEASE

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## **Firethorn's Tripp Rackley Named One of Banking's Top Innovators of 2007**

*Mobile Banking CEO among first members inducted into the Innovators' Hall of Fame*

**ATLANTA-November 12, 2007**-Firethorn Holdings, LLC, ([www.firethornmobile.com](http://www.firethornmobile.com)) the mobile banking and payments enabler, announced today its Chairman and Chief Executive Officer Tripp Rackley has been named one of banking's most innovative people by Bank Technology News, the industry's leading technology magazine.

Bank Technology News recognized Rackley in its 6<sup>th</sup> annual ranking of The Innovators, which profiled the 25 most advanced people, companies and technologies in the financial services industry in its November issue. Rackley, ranked number three, is acknowledged for the exceptional contributions he has made as CEO of Firethorn that are helping to define the future of the financial services sector.

In recognition of his achievements, Rackley will be one of the first 10 people inducted into The Innovators' Hall of Fame.

"Innovation and progressive thinking are critical to success in the banking industry—now more than ever," says Bank Technology News Editor-in-Chief Holly Sraeel. "Tripp Rackley's pioneering spirit, dynamic leadership and creative thinking are giving customers unprecedented control of how, when and where financial business is conducted. As innovation within the industry continues at an unprecedented pace, leaders such as Tripp Rackley will prove instrumental in helping banks deepen their relationships with customers—and mobile banking will play a large part in that."

Firethorn connects financial institutions and wireless carriers to bring mobile banking and payments to consumers. Through Firethorn's mobile banking and payments

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solution, users are able to check balances, view and pay bills and transfer funds anytime, anywhere, and from virtually any wireless handset.

“I am honored to be recognized by Bank Technology News as an innovator and am privileged to be among the first to be inducted into The Innovators’ Hall of Fame,” said Rackley, recognized earlier this year as one of banking’s 20 most influential people of the past 20 years in BTN’s 20<sup>th</sup> anniversary issue. “I celebrate this honor with my team at Firethorn, who are essential in creating our new platforms, technologies and experiences. Ingenuity and innovation have and will continue to be Firethorn’s philosophy and we look forward to furthering the success of the mobile banking and payments market.”

Firethorn is credited with bringing the first U.S. financial institution (BancorpSouth) live with a mobile banking and payments application.

#### **About Bank Technology News and SourceMedia, Inc.**

Bank Technology News, [www.BankTechNews.com](http://www.BankTechNews.com), the industry’s source of technology coverage, provides critical information and analysis on the relationship between banking strategy and technology execution at financial institutions. As banks and other financial organizations focus intently on facilitating business objectives, meeting compliance guidelines and achieving a return on investment for technology purchases, Bank Technology News focuses on the players, companies and innovations that enable institutions to play by new rules and establish benchmarks by which their performance and regulatory compliance will be enhanced. For a full list of the ranking, please visit, [www.banktechnews.com](http://www.banktechnews.com).

SourceMedia, an Investcorp company, is the pre-eminent provider of timely and essential news, analysis, research, and insights for members of the financial services community, and the related fields of accounting and technology. SourceMedia offers its clients and subscribers professional publications, industry-standard data applications, and in-depth seminars and conferences

#### **About Firethorn**

Firethorn is the mobile banking and payments enabler supported by the nation’s leading financial institutions and wireless carriers. The Firethorn solution is a single, secure, certified application embedded on select wireless handsets, which allows users to view account balances and history, transfer funds and receive and pay bills. Firethorn enables financial institutions to deliver branded services to consumers via the mobile device, wireless carriers to deliver consumer-convenient, mass-market applications to subscribers, and mobile device users to access and add multiple financial relationships with one password. Firethorn network partners gain the ability to improve customer

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retention, generate revenue and enhance brand equity. Firethorn is among IDC Research's "Emerging Mobile Players to Watch" and one of Georgia's Most Innovative Technology Companies. For more information on Firethorn, visit [www.firethornmobile.com](http://www.firethornmobile.com) or call 678.507.2500.

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