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MShift, Inc. Presents MShift Mobile Deposit at Finovate 2009

September 30, 2009—New York, New York— MShift, Inc., the mobile banking leader, unveiled its MShift Mobile Deposit product at the Finovate 2009 conference in New York. Chosen from among hundreds of companies worldwide, MShift, Inc. debuted its latest technology breakthrough in front of senior financial executives, influential press and industry analysts.

MShift Mobile Deposit allows users to deposit funds anywhere, anytime from most modern camera-enabled cell phones by simply taking a picture of the financial document and sending it over the cell network. The product was presented as both an iPhone downloadable application and as a standard cell phone photo solution. The MShift Mobile Deposit technology works with many mobile networks and carriers using Blackberries, Palms, Android devices, and many other photo-enabled phones.

MShift, Inc., a privately held corporation, is a pioneer and the leading provider within the Mobile Banking industry. Deploying its first customer in 1999, MShift now powers over 200 US Mobile Banking applications including 2 of the top 10 banks and 17 of the top 50 credit unions. MShift solutions allow financial institutions to offer their customers a full range of mobile financial services via Internet and SMS banking. Proven security, rapid deployment and competitive pricing are among the reasons a growing number of Financial Institutions choose MShift Mobile Banking.

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