



PRESS RELEASE

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Active Blaze Mobile Users access Digital Wallet a staggering 9 times daily

Berkeley, CA January 12, 2010 — Blaze Mobile, a leading application for mobile banking, today announced that active Blaze Mobile Wallet users access their digital wallet an average of nine times each day and over 50% of the active users viewing their account balance and receipts. With consistent continued increase in Blaze Wallet downloads over the past year, the active access rate has continued with strong retention and usage rates. With access to over 8,000 financial institutions, Blaze Mobile offers convenience to customers who maintain multiple bank accounts and need access to review bank balances and view transaction history on the go.

"We've seen consistent usage patterns of active users above 50% for nearly a year. The ability to safely & securely access your bank balances on your cell phone is critical to today's busy professional. The usage data supports our belief that mobile banking will continue to gain traction with working professionals and young bank customers" says Blaze Mobile's CEO Michelle Fisher.

About Blaze Mobile

Blaze Mobile develops innovative mobile commerce and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device. The Blaze Mobile Wallet enables fast and easy "contactless" purchases – including movie and event tickets – as well as fund transfer, banking, and personal finance management. It can manage bank accounts at more than 8,000 supported financial institutions, view electronic receipts, and quickly and easily create expense reports. All financial information is stored safely and securely on hosted servers and not directly on the phone, so consumers can use mobile banking with confidence. Blaze Mobile Wallet also offers valuable location based services such as maps and points of interest, including ATMs, restaurants and more - all in the palm of your hand. . Blaze Mobile Wallet is available on many of the most popular cell phones including several Blackberry models, Apple's iPhone, T-mobile, AT&T, NTelos. On the iPhone, consumers can also add bank accounts and credit cards directly from their phone. For more information, please visit www.BlazeMobile.com.