



XIPWIRE Announces Mobile Bill-Pay Program for University City Residents - Phillynet's TV, Internet and Phone Customers Can Pay Via Text Message -

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PHILADELPHIA, Sep 09, 2010 (BUSINESS WIRE) -- XIPWIRE, a mobile payment service and Campus Technologies, a satellite TV, Internet and telephone service provider announce a first-of-its-kind mobile bill-pay program that will enable over 3,000 students living in Campus Apartments' University City properties to pay their monthly Phillynet invoice via text message. XIPWIRE already allows users to securely send and receive money through their mobile phone, but now it also enables many students in University City to pay their Phillynet bill through the convenience of a text message.

According to Sharif Alexandre, founder of XIPWIRE, college students have grown-up on their mobile phone; using it for everything from banking and gaming to social networking and shopping. And, while this demographic is becoming increasingly more dependent on their mobile phone, they have also raised their expectations with regard to functionality. For this reason it was critical that XIPWIRE's bill-pay feature be simple and secure. "Students are busy juggling class, internships and athletics, so they are looking for the most convenient way to manage their on-the-go college lifestyle," continued Alexandre. "It is a natural evolution to marry the necessity of paying bills to the convenience of texting via cell phone." To pay a Phillynet bill, a customer must first fund a XIPWIRE account by connecting it to a bank account, credit or debit card. Then, it is as easy as texting, "xip phillynet <amount of the bill>" to 56624. A text of "xip phillynet 100," for example, would result in an instant \$100 payment to Phillynet. "With this new mobile payment option, students can eliminate the hassle of mailing checks or entering their financial information online each month; the convenience factor stands to make mobile bill pay just one more routine task they rely on their mobile phone for," said Alexandre.

When it comes to technology, the mantra amongst college students is fast, faster, fastest. As a result, Andrew Marshall, Executive Vice President at Campus Technologies saw the integration of XIPWIRE's text-to-pay service as ideal. "Just as students' demand for bandwidth continues to increase, so does their demand for all things fast -- and that includes paying bills," said Marshall. "With mobile bill-pay, students can pay their service bill as quickly as they stream video: with that convenience we expect wide adoption." About Campus Technologies Based in Philadelphia, PA and operating nationwide, Campus Technologies specializes in designing, installing and managing technology solutions for off-campus student housing to satisfy student-resident needs and provide student-housing community owners with innovative solutions to enhance their facilities' competitive differentiation and occupancy rates.

Whether it's providing ultra-fast, ultra-stable Internet access, providing High Definition digital TV, building a computer lab or managing leasing office technology, Campus Technologies is the best choice today for student housing technology.

About XIPWIRE Founded in 2009, XIPWIRE is a universal mobile payment service that enables people to securely send and receive money using a simple text message. XIPWIRE leads the mobile payment technology industry with a strong focus on simplicity and security. Its robust platform caters to individual users as well as merchants and non-profits. XIPWIRE enables businesses to offer their customers a convenient cash alternative without the need to pay high credit card fees.

XIPWIRE complies with all state regulations, operating with a SMS short code (56624) and certification from all major mobile carriers.

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