

NEWS RELEASE

IP Applications Corp. Awarded Software as a Service Enabling Contract

Vancouver, July 4, 2008 - IP Applications Corp. (TSX-V: IPX) has signed a contract to deliver its Software-as-a-Service ("SaaS") enabling services to Logistica Solutions Inc. ("Logistica") of Anaheim, CA. Logistica is developing a web-based application ("Ecomstor") slated for release later in 2008 that provides real-time shipping quotes for online vendors selling products that are too bulky or heavy for traditional parcel delivery services like Fedex and UPS.

James Louderback, CTO of Logistica said "IP Applications offers a proven SaaS enablement path to success for our company. After a wide search, it was refreshing to find a company that can handle all of our billing, marketing and administrative needs. IP Applications has definitely upped our game. "

John Jacobson, President and CEO of IP Applications said "Earning Logistica's business is a major milestone in our entry into the SaaS enabling market. We've delivered these services for a long time to some very demanding customers in the online commerce and telecom space, but selling to software vendors was a new challenge. This contract confirms that we can get results in this new market."

IP Applications' SaaS-enabling application is itself a Software-as-a-Service product that provides comprehensive billing, subscriber administration marketing, and to SaaS vendors and cloud computing applications on a pay-as-you-go basis. The Company has extensive experience delivering these online services to current customers including AOL, Bell Mobility and Amway among others. Software vendors can implement their SaaS go-to-market strategy without their product developers writing business logic and marketing support functions that are critical to business success but not core to the SaaS product itself.

About IP Applications

The Company delivers business process automation, customer care and hosting for companies in SaaS and cloud computing, telecom, internet services and electronic commerce markets. Customers can focus on their product marketing while IP Applications provides critical billing, administrative and marketing support capabilities.

More product information is available on its corporate website (www.IPApplications.com) and on its product-specific websites (www.SaaSAutomation.com and www.MyHelpDesk.com).

Forward-Looking Statements

This press release contains forward-looking information regarding the Company's entry into a new market. The Company cautions users of this forward-looking information that actual results or events may vary materially either favorably or unfavorably from those described due to a number of risks and uncertainties, including the inability of the Company to accurately forecast the revenue from new and existing customers, the inability of the Company's customers to accurately forecast their own need for Company products and services, changes in the relative value of the US dollar and the Canadian dollar and the possibility that one or more customers or suppliers might experience financial difficulties that could affect the Company's ability to deliver and get paid for its products and services. Please refer to the Company's management's discussion and analysis ("MD&A") for further discussion of these and other risks and uncertainties in relation to such forward-looking information.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

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