

NEWS RELEASE

IP Applications Corp. Announces Expanded Availability of its Comprehensive On-Demand Billing Solution for SaaS and Cloud Computing

Vancouver, September 18, 2008 - IP Applications Corp. (TSX-V: IPX) announces the expanded availability of its comprehensive on-demand billing application. Newly-released product capability information is available for download from the Company's product-specific website www.SaaSAutomation.com. The Company's on-demand billing and payments system performs recurring and one-time billing and payments for businesses selling software and services to customers with subscription-style authorized long-term access to their products.

John Jacobson, President and CEO of IP Applications said "Market watchers and prospective new customers tell us that our billing and payments' application simply does more than all the others that they've looked at. The product is real and our existing customers including AOL, Bell Mobility and Amway among others, use it every day to run their businesses."

IP Applications' SaaS-enabling application is itself a Software-as-a-Service product that provides comprehensive billing, subscriber administration, product catalog management and channel partner tools to SaaS vendors and cloud computing applications on a pay-as-you-go basis. The Company has extensive experience setting up and delivering these online services to current customers. 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 are not core to the SaaS product itself.

About IP Applications

The Company delivers billing, payment processing, 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 website (www.SaaSAutomation.com).

Forward-Looking Statements

This press release contains forward-looking information regarding the Company's products and their suitability for the needs of one or more markets. 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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