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B2B Soft Launches the PreCash Bill Payment Solution

Integrated Solution Makes Cash Payments Easy, Fast and Secure for Retail Wireless Dealers

HOUSTON, (Jul. 26, 2010) — B2B Soft and PreCash today launched the PreCash Bill Pay service in B2B Soft's Wireless Standard, a total-store-management software solution for wireless dealers. The PreCash Bill Pay service is now a turnkey option available to Wireless Standard users.

With PreCash, Wireless Standard clients can now process payments and deposits from cash-paying customers directly through their point-of-sale (POS) system. Having the PreCash Bill Pay service tied to their POS reduces the opportunity for fraud and minimizes keying errors that can occur when a wireless dealer has to go between two systems. Wireless Standard users now have access to the more than 150 bill payment options available through PreCash, including popular wireless services like AT&T, Sprint, T-Mobile and more.

"Wireless Standard clients have a better way to accept payments from the millions of underbanked customers who need wireless services," said John D. Chaney, Chairman and CEO, PreCash, Inc. "The PreCash Bill Pay service gives people without bank accounts or credit cards the power to pay their bills with the same speed, ease and convenience. By making these payments available through Wireless Standard, PreCash is able to grow its distribution channels, and together PreCash and B2B Soft are giving dealers a tool to grow their business."

"Offering our wireless dealers an automated cash bill payment option gives them another revenue stream, helps them attract underbanked customers, and builds customer loyalty because people come back to their store again and again to pay bills," said Don Rossi, Vice President, Sales & Marketing, B2B. "This partnership is another way B2B works to help our clients grow aggressively. Wireless Standard users can access an array of bill payments faster, without worry of double entry, and they can be confident knowing the transactions will easily reconcile at the end of the day."

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Wireless Standard is a total-store-management software solution that provides wireless dealers with POS tools, information and tracking capabilities that help them manage their wireless business. Wireless Standard also provides scripts, commissions and sales reports, inventory management and other tools in one easy package. The PreCash Bill Pay service allows merchants to accept cash payments for a customer's recurring bill. Merchants take the cash payment and collect a convenience fee, and the transaction processes electronically, in many cases posting to the customer's account in real time.

"PreCash is one of our most strategic partners today and we feel that this will be a very strong relationship for years to come," says Gary Khabinski, CEO, B2B Soft.

To celebrate the launch, PreCash and B2B are offering merchants the opportunity to use the combined services free for two months. Details about this promotion are available at www.precash.com.

About B2B Soft

B2B Soft is an innovative software solutions company providing clients in a wide range of industries with business management, business automation, point-of-sale solutions, and the consulting services they need to help them succeed in business. More information about the company can be found at www.btbsoft.com.

About PreCash, Inc.

PreCash provides convenient, real-time payment solutions that convert cash into electronic payments for consumers who do not use traditional payment methods such as credit cards or bank accounts. PreCash offers its line of Vision Visa® Prepaid Cards and other prepaid Visa and MasterCard® products, prepaid debit card program management services, real-time cash bill payments, prepaid wireless refills, payroll card products and more. The company has more than 5 million active customers and services more than 25,000 national retail, wireless dealers and independent retail locations nationwide. Founded in 1998, PreCash is headquartered in Houston, Texas, with additional offices in Portland, Oregon. For more information, visit www.precash.com or www.visionprepaid.com.

About Wireless Standard

B2B Soft's base product, Wireless Standard, is built on a commercially secure and stable client-server model and created on the most advanced and reliable platform available—Microsoft's .NET™ enterprise-level technology. Wireless Standard was designed to address the needs of the world's largest enterprises in wireless retail but is scalable so small and mid-size companies can also benefit as well from an enterprise class solution. Wireless Standard capabilities include Inventory Control, POS Transaction Processing, CRM (Marketing & Customer Service), Employee Management, Real-time Web Reporting, and Activation and Commission Reconciliation, to name a few. Today, over 4,000 wireless retailers deploy Wireless Standard at the point-of-sale for better business management and customer relations.

www.wirelessstandard.com.