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B2B Soft and PreCash Partner to Provide Full Integration of Cash Bill Payment Services into Wireless Standard

January 15, 2010 – Brooklyn, New York - B2B Soft, a business-to-business software solutions company specializing in retail management platforms for the wireless/cellular retail industry, today announced a new partnership with PreCash, one of the largest providers of real time electronic payment services in North America. Under the terms of the agreement, PreCash's bill payment services will be fully integrated into the February version 6.5 release of B2B Soft's Wireless Standard retail management platform.

The new integrated solution automates bill payment for Sprint, T-Mobile, and Metro PCS wireless dealers who are using PreCash and Wireless Standard, making it a far faster, simpler, and more accurate process. Dealers can now process payments and deposits from cash paying customers directly at the point of sale using one device and one process for transactions through PreCash. The streamlined process reduces fraud and minimizes errors that often occur with double entry processing. PreCash dealers will also enjoy access to Wireless Standard's business management and reporting features, which provide integrated account reconciliation and consolidated reporting for a more accurate and real-time analysis of cash flow and other financial variables.

"With access to PreCash's payment solutions, B2BSoft customers can accept cash payments for bills or deposits," says John Chaney, CEO, PreCash. "Cash payments can be accepted for more than 150 billers and service providers, including the most popular wireless providers like AT&T, MetroPCS, Sprint, T-Mobile and Verizon. What's more, dealers can rest easy knowing that they have a cash payment solution that is Money Service Business Licensed in all 50 states."

Pre Cash's real-time payment system converts cash into electronic payments. The process gives more than 65 million consumers who do not have access to traditional payment methods such as credit cards or bank accounts access to a range of services previously available only to credit-based users.

"Speed, flexibility, and convenience is what it all boils down to," says Cliff Skene, B2B Soft's Senior Business Development Executive. Dealers using Wireless Standard now have the flexibility to process cash payments without having to juggle multiple systems, and their employees can perform these transactions faster and with assured accuracy. The added convenience of being able to take automated bill payment from wireless customers who may not have a credit card or bank account gives them the ability to increase sales by adding new customers.

"We're really pleased with the partnership," says Mr. Skene. "PreCash is a great partner to work with and we feel that this integration significantly increases the value proposition to our dealers: providing our clients with solutions to help their business grow while making the process of doing business more efficient."

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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.btbssoft.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 3,000 wireless retailers deploy Wireless Standard at the point-of-sale for better business management and customer relations.

www.wirelessstandard.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.

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