



FOR IMMEDIATE RELEASE:  
January 27, 2015

## Cachet's Select Mobile Money Platform Now Features Unique Apple Pay Integration

*Apple Pay Users Can Access Cachet-Supported Prepaid Cards and Mobile Apps to Complete Point-of-Sale Transactions*

**MINNEAPOLIS, Minn. – January 27, 2015 –** [Cachet Financial Solutions, Inc. \(OTCQB: CAFN\)](#), a leading provider of cloud-based SaaS mobile money management technology to banks, credit unions and alternative financial services (AFS) providers, has expanded the feature set of its award-winning [Select Mobile™ Money](#) platform to include integration with [Apple Pay™](#) for point-of-sale transactions.

iPhone 6 or iPhone 6 Plus users simply click the Apple Pay icon from within their white label Select Mobile Money app, bringing their prepaid card as top-of-wallet within Passbook to securely complete the transaction with Apple Pay. The Select Mobile Money app then automatically presents the details of the transaction along with an updated account balance. This complete integration with iOS and Apple Pay represents another Cachet first for the mobile money industry.

“One of our major banking clients reports that more than 20% of their prepaid card customers use either an iPhone 6 or iPhone 6 Plus, so this new Apple Pay feature presents a significant opportunity to increase the number of transactions conducted on our mobile money platform,” noted Jeffrey Mack, president and CEO of Cachet Financial Solutions.

“By improving the end user experience when it comes to retail transactions, we expect this unique feature to attract new prepaid users to our clients, as well as bring new banks, credit unions and AFS providers to Cachet,” continued Mack. “Our clients’ prepaid card users have long had the ability to perform a full range of banking functions through our Select Mobile Money app. Now, with this new option, they can make secure and convenient point-of-sale transactions with their iPhone.”

Cachet’s Select Mobile Money platform empowers end users with a mobile platform that replicates all the main services available as a physical bank or credit union. This includes account management, transaction history, card to card transfer, bill pay, remittance and check to card loading with “instant good funds” via check guarantee partner, Ingo Money.

Apple Pay integration is available immediately to Select Mobile™ Money platform clients as an upgrade or an additional option for new clients.

### **About Select Mobile Money**

Cachet’s Select Mobile Money prepaid mobile platform is a cloud-based SaaS solution that enables financial institutions to offer their prepaid cardholders a full suite of convenient financial services in one easy-to-use mobile application. Available for iOS and Android systems, the Select Mobile Money platform can be integrated with existing card programs or used to develop a new prepaid card program, complete with feature-rich mobile app and branded general purpose reloadable prepaid card. The platform’s powerful back-end analytics enable financial institutions to segment customers based on behavior and send relevant marketing notifications that keep customers engaged.

To learn more about Select Mobile Money, contact Cachet at [info@cachetfinancial.com](mailto:info@cachetfinancial.com).

**About Cachet Financial Solutions, Inc.**

Cachet Financial Solutions is a leading cloud-based, SaaS technology provider serving the financial services industry with mobile money management and remote deposit capture solutions for PC, Mac and Mobile. Our industry-leading solutions help clients to increase customer/member engagement, grow revenues and gain competitive advantage. Cachet's cloud-based technology platform simplifies development, deployment and servicing of clients' consumer and commercial solutions—minimizing cost and accelerating speed-to-market and ROI. With our complete suite of business and consumer solutions, financial institutions can better serve the needs of all their customers/members. For more information, visit [www.cachetfinancial.com](http://www.cachetfinancial.com).

**Forward-Looking Statements**

This press release contains certain statements that would be deemed "forward-looking statements" under Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1933 and includes, among other things, discussions of our business strategies, future operations and capital resources. Words such as "may," "likely," "anticipate," "expect" and "believes" indicate forward-looking statements.

These statements involve known and unknown risks, uncertainties and other factors which may cause our actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements. Forward-looking statements include statements about the anticipated closing of our initial public offering and the number of shares to be sold in the offering.

Forward-looking statements reflect our current views with respect to future events, are based on assumptions and are subject to risks and uncertainties. We discuss many of these risks in greater detail in our Current Report on Form 8K filed with the Securities and Exchange Commission on February 12, 2014 under the heading "Risk Factors" and in the other reports we file with the Commission. Given these uncertainties, you should not attribute undue certainty to these forward-looking statements. Also, forward-looking statements represent our estimates and assumptions only as of the date of this press release. Except as required by law, we assume no obligation to update any forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in any forward-looking statements, even if new information becomes available in the future.

**Media Contact:**

Judy German  
VP & CMO  
Cachet Financial Solutions, Inc.  
952.698.6991  
[jgerman@cachetfinancial.com](mailto:jgerman@cachetfinancial.com)

**Investor Relations:**

Matt Glover or Michael Koehler  
Liolios Group, Inc.  
949.574.3860  
[CAFN@liolios.com](mailto:CAFN@liolios.com)

###