



FOR IMMEDIATE RELEASE:

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Cachet Financial Solutions Launches Enhanced Select Business Solution

*Omni-Channel, Next Generation RDC Solution
will be Introduced at BAI Retail Delivery 2014*

MINNEAPOLIS, Minn. – November 11, 2014 -- [Cachet Financial Solutions, Inc.](#) (OTCQB: CAFN), a leading provider of cloud-based SaaS mobile money management and remote deposit capture (RDC) technology to banks, credit unions and other financial services organizations, will be launching their enhanced Select Business™ merchant capture solution at [BAI Retail Delivery 2014](#) being held November 12-14 at the McCormick Place West Building in Chicago.

Enhanced Select Business, a cloud-based software solution, enables banks and credit unions to offer their business customers the convenience of remote deposit capture, regardless of platform—P.C., Mac or mobile. Businesses can now electronically deposit checks using their smartphones or tablets, in addition to their office desktop scanners, allowing them to better manage their businesses on the road. Remote users can access all the same functionality of an advanced merchant RDC system via their tablets or smartphones, including capturing multiple checks in a single mobile deposit.

“Cachet was the first to launch an RDC solution for Mac users, and now we’re pleased to introduce a next generation merchant capture solution that enables banks and credit unions to better serve all of their business customers, regardless of platform,” stated Jeffrey Mack, president and CEO of Cachet Financial Solutions. “The omni-channel solution works seamlessly across multiple desktop and mobile operating systems, ensuring a consistent user experience across desktop, smartphone and tablet.”

In addition to seamless integration across multiple channels and improved speed, additional key enhancements to Cachet’s Select Business RDC solution include the following:

- **Unique API-driven business platform** that enables integration with current treasury system and a single client portal,
- **Streamlined workflow** that simplifies merchant on-boarding and user set-up across platforms,
- **Intuitive and user-friendly interface** that allows easy navigation between deposits, reports and activities,
- **Enhanced mobile deposit functionality** with multi-check and video deposit capabilities for faster, easier and more accurate deposits,
- **More comprehensive audit reporting capabilities** that enable financial institutions to more easily meet new compliance requirements.

To learn more about Select Business, visit Cachet’s booth, #3917, at BAI Retail Delivery 2014, or contact Cachet Financial Solutions at 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. The company’s 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 consumer and commercial solutions—minimizing cost and accelerating speed-to-market and ROI. Enabled by Cachet’s complete suite of business and consumer solutions, financial institutions can better serve the needs of all their customers or members. For more information, visit 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.

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