Contact: VSoft Corporation   MX   Kathryn-Amelia Simms
           Rebekah Youngers   Alyssa Call   678.781.7221
           770.840.0097   press@mx.com   kathrynamelia@williammills.com

VSoft Partners with MX to Integrate Digital Money Management, Data Analytics, Marketing Platform into Latest IRIS™ Omni-channel Platform

NEW YORK, Sept. 16, 2015 – VSoft Corporation, a global provider of information and technology solutions for financial institutions, announced at Finovate Fall that it has partnered with MX to provide a fully-integrated digital money management (DMM) option for IRIS™ omni-channel banking users.

Using the MX Data API, VSoft will integrate the award-winning DMM functionality directly into their omni-channel banking platform, enabling its financial institution clients' customers to aggregate all of their financial accounts, view every transaction across all accounts, view spending trends and set financial goals – all in one place and with any device. Launched earlier this year, IRIS streamlines multiple banking channels under a single access point while eliminating the need for separate products such as internet banking, tablet banking and mobile banking.

"With a strong history in financial services, VSoft built IRIS from the ground-up, just like its other industry-leading solutions," said Don Parker, executive vice president of partnerships at MX. "We're thrilled to partner with VSoft and take part in their journey as they continue to innovate and provide engaging technologies for their customers. We're confident that by integrating these powerful technology solutions, we're helping financial institutions elevate to the next level of financial services."

In addition to DMM, VSoft will also integrate MX's data analytics solution, Insight, and its marketing platform, Target, into its IRIS platform to provide financial institution clients with even more functionality. Insight provides financial institutions with a holistic view of its customers. When users add their internal and external accounts into the MX platform, financial institutions gain instant access to collective user data about its competitors. Institutions know where customers have car loans, mortgages, checking accounts and more, and can then use that data to fine-tune marketing campaigns against those specific competitors.

Target allows marketing executives to put Insight to use by creating segments based on Insight's datasets, deploy adaptive offers and start tracking a campaign in less than five minutes. Institutions can view a number of specific segments and then adapt digital offers to their accountholder's interest. Financial institutions are able to share the right offer, with the right user, and at the right time.

"MX continues to define and redefine their space, making them a true industry leader and a perfect complement to our goal of delivering innovative solutions for the next era of omni-

channel banking," said Murthy Veeraghanta, chairman and CEO of VSoft Corporation. "Through this partnership, our financial institution clients will have access to a fully-integrated, best-of-breed digital money management (DMM) solution, along with superior data analytics to increase competitiveness and send better market relevant offers to customers. We believe this will be a highly competitive and attractive offering to our current and prospective clients."

About MX
MX teams up with digital banking providers to supercharge the account holder experience at banks and credit unions. Founded in 2010, MX offers money management and user acquisition tools, as well as customizable omnichannel technologies that seamlessly integrate with the digital banking experience. By doing so, MX positions banks and credit unions at the forefront of the digital banking revolution and as account holders' primary financial institution. MX is headquartered in the heart of Utah's Silicon Slopes and is currently partnered with hundreds of financial institutions and more than 30 digital banking, core, and payment network providers — making it one of the fastest-growing fintech companies in the market. For more information, please visit www.mx.com.

About VSoft Corporation
VSoft Corporation offers platform-based services for the banking, financial services and insurance (BFSI) industry. Its core, payment and omni-channel banking solutions reduce cost and maximize efficiency while providing seamless, real-time, high-volume and high-performance transactions across multiple channels. The VSoft platform can be delivered in-house, or as an outsourced ASP or SaaS model to best meet the needs of individual financial institutions. VSoft's services have been trusted by more than 2,600 financial institutions worldwide. For more information, please call 770-225-7692, or visit www.vsoftcorp.com, or follow them on Twitter @VSoft_Corp.

###