



October 12, 2009
FOR IMMEDIATE RELEASE

Contact: Scott Marc Becker
scott@iggsoftware.com

IGG SOFTWARE EXTENDS REBATE FOR QUICKEN USERS SWITCHING TO IBANK FOR MAC

“Why Wait Another Day?” promo pays \$20 to impatient Intuit customers

(PUTNEY, VT) – Following the overwhelming popularity of iBank’s summer rebate offer to Quicken users, IGG Software announces the extension of that program through October 31. “Why Wait Another Day?” offers long-suffering Intuit customers the chance to switch to a full-featured, Mac-based personal finance app – without waiting until 2010 – as well as \$20 to sweeten the deal.

“While Quicken users have been offered nothing but delays this year,” says IGG marketing director Scott Marc Becker, “iBank customers have benefitted from regular, free updates and the introduction of iBank Mobile. A rebate is only one more incentive to switch, but 20 bucks has been a real dealmaker.”

Unlike Quicken, iBank is a Mac-only application written to take full advantage of the Intel architecture of the latest Macs. iBank customers also have the advantage of hardware (iSight), software (iCal) and cloud-based (MobileMe) integration with their Macs. A free trial copy of iBank, requiring Mac OS 10.5 Leopard, can be downloaded at www.iggsoftware.com/ibank.

In addition, iBank Mobile is a number-one-selling finance app for iPhone and iPod touch. Available separately via the Apple App Store, the new mobile version of iBank allows transaction entry on the go, the ability to review account balances any time and anywhere, and easy sync with the desktop version of iBank – even for business or domestic partners sharing access to the same accounts.

Paid iBank downloads from the IGG Software online store (<https://secure.iggsoftware.com/store>) are qualified for this rebate offer, as are all registered purchases of iBank made since September 12, 2009. iBank is also sold through apple.com, amazon.com, and many other outlets, including Apple retail, OfficeMax, Fry’s, J&R and many independent software dealers.

To receive their rebates, customers must submit the completed rebate form found at www.iggsoftware.com/ibank/switch.php within 30 days of purchasing iBank, as well as proof of purchase of both iBank and Quicken. MS Money users are also qualified for this offer, which expires October 31, 2009. Valid in the U.S. and Canada only, this rebate may not be combined with other offers.

IGG Software, LLC, was founded in 2003 by developer Ian Gillespie to provide individuals or small businesses with intuitive, elegant and powerful management and finance applications. Based in Putney, Vermont, the company engages in sustainable practices such as purchasing all of its energy from renewable sources. For further information, review licenses, or to schedule an interview with Ian Gillespie, please contact IGG Marketing Director Scott Marc Becker: scott@iggsoftware.com.