



December 21, 2011
FOR IMMEDIATE RELEASE

Contact: Scott Marc Becker
scott@iggsoftware.com

IGG SOFTWARE ANNOUNCES ITS 11-11-11 PLAN FOR IMPROVED FINANCIAL MANAGEMENT
Save \$11 On iBank During the Last 11 Days of 2011

(PUTNEY, VT) — In the spirit of holiday goodwill and in an all-out effort to promote fiscal well-being, IGG Software today announces the 11-11-11 Plan: a clear proposal to put household finances on track. Simply put, Mac users laboring in the darkness of other, outdated personal finance apps can now switch to iBank 4 and save \$11 instantly during the last 11 days of 2011.

“Anyone who uses a Mac understands the difference between value and price,” says IGG marketing director Scott Marc Becker. “But when the value proposition is a lower price, economists would call that something egg-headed and incomprehensible. We call it 11-11-11!”

Starting on December 21 and continuing through December 31, 2011, new online purchases of iBank 4 made at the IGG Software store or at the Mac App Store will be just \$48.99 — \$11.00 in instant savings off the regular price.

iBank 4 is the leading alternative to Quicken for personal finance management on the Mac. Full-featured and fully compatible with OS X 10.7 Lion, iBank 4 has been the top-selling and top-grossing finance app at the Mac App Store since the store’s inception nearly one year ago. And since Apple’s release of Lion this summer, an unprecedented number of former Quicken users have made the switch to iBank.

Among many new features included in last year’s release of iBank 4 were faster transaction entry and dynamic editing options in an intuitive, innovative two-line register; an all-new reporting engine; envelope budgeting; a seamless set-up assistant for transferring data from Mac and PC versions of Quicken, MS Money, or other finance programs; and significant speed enhancements throughout. These improvements built upon longstanding iBank features such as direct downloads from online accounts, custom check printing, robust data export and iPhone sync. New iBank updates appear frequently; the current version is iBank 4.3.1.

Also available from the App Store is iBank Mobile (\$4.99) for iPhone and iPod touch. The app gives users the ability to enter transactions on the go, check account balances, and sync wirelessly with data stored on iBank for Mac — even allowing multiple users (such as domestic or business partners) to sync with their own documents in a shared copy of iBank.

A new, free app, iBank Investor, allows users to monitor all of their investments in one universal app for iPhone, iPad and iPod touch. iBank Investor works as a stand-alone app to let users add positions and track gains and losses, or can sync with investments managed on a desktop copy of iBank 4 for Mac.

IGG offers unlimited 30-day free trial downloads of iBank, free support (including Live Chat) and a 90-day unconditional guarantee on direct purchases from the IGG web store. The regular retail price of iBank 4 is \$59.99; licensed users of iBank 3 can upgrade for \$29.99. iBank 4 requires Mac OS X 10.5.8 or higher, and will run on Macs using either Intel or PowerPC processors. The latest version can be downloaded at <http://www.iggsoftware.com/ibank>, where there is also access to a growing library of iBank 4 video tutorials.

IGG Software, Inc., was founded in 2003 by developer Ian Gillespie to offer intuitive, elegant and powerful applications for individuals and small businesses. Based in Putney, Vermont, its flagship products are iBank, for personal finance management, and iBiz, for time-tracking and billing. For further information, review licenses, or to schedule interviews with Ian Gillespie or Chief Architect James Gillespie, please contact IGG Marketing Director Scott Marc Becker: scott@iggsoftware.com.