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IGG SOFTWARE PAYS QUICKEN USERS \$20 TO SWITCH TO IBANK FOR MAC

“Why Wait Another Day?” promotion targets impatient Intuit customers

(PUTNEY, VT) – Many long-time Intuit customers were vocally dismayed this summer, following back-to-back delays to the promised release date of a new version of Quicken for the Mac. But the wait is officially over: frustrated Quicken users still searching for an alternate, Mac-based program to manage their personal finances now have 20 more reasons to switch to iBank, in the form of a \$20 rebate offer – “Why Wait Another Day?” – from developer IGG Software.

“We’re a little surprised that more of Quicken’s customers haven’t already switched,” says IGG marketing director Scott Marc Becker. “iBank offers a better experience on the Mac, and a pretty straightforward process for transferring your old data from Quicken. But now there’s money on the table.”

Unlike Quicken, iBank is a Mac-only application written to take full advantage of the Intel architecture of the latest Macs. There are no annual fees or required updates for iBank, and no features or functionalities are ever disabled for existing users. 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 anytime and anywhere, and easy sync with the desktop version of iBank – even for business partners or spouses 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 after July 10, 2009. iBank is also sold through apple.com, amazon.com, and many other outlets, including Apple retail, OfficeMax, Office Depot, 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 September 30, 2009. Valid in U.S. and Canada only, and 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.