



## FOR IMMEDIATE RELEASE

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## FINANCIAL INDUSTRY LUMINARIES SUPPORT MOBILE BANKING AND PAYMENT INITIATIVE

### *Tyfone, Inc. Builds Strategic Team, Strong in Banking and Financial Services Expertise*

**PORTLAND, Ore. – Sept. 12, 2006** – Tyfone, Inc., a developer of next generation applications that will transform any mobile handset into a secure banking concierge, announces its board of directors. The board includes diverse financial service and banking experts experienced in international markets

The board will guide Tyfone's management team in the development and marketing of its mobile banking solution, which directly connects banks to the mobile channel, while leveraging the existing point of sale (POS) payment infrastructure. The bank-owned technology makes it possible to securely conduct any existing form of banking and payment transaction, regardless of the wireless carrier service the consumer uses. The company announced its solution in June.

The board's expertise includes:

- **Bruce G. Willison**, former dean and professor of management, UCLA Anderson School of Management
- **Patrick J. Swanick**, retired president, KeyCorp Retail Banking & Electronic Services
- **Ashok T. Aram**, managing director, integrated credit trading/global markets, Deutsche Bank AG

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“I’m excited to be joining a dynamic team, which is on the cutting edge of mobile banking,” said Patrick J. Swanick, Tyfone board member. “Now banks can deliver secure mobile banking with their own brand in the mobile channel.”

### **Board of Director Biographies**

**Bruce G. Willison**, former dean and professor of management at the UCLA Anderson School of Management, came to UCLA in 1999 after a distinguished 26-year career in the banking industry, having served as the president and COO of Home Savings of America and H.F. Ahmanson & Co. Willison began his banking career at Bank of America, where he held several corporate and lending positions in Los Angeles and Mexico City. He joined First Interstate Bancorp in 1979 as a strategic planner and held various executive positions at the bank and its holding company, including chairman, president and CEO of First Interstate Bank of California. He also serves as a director of IndyMac Bancorp; Move, Inc.; Health Net, Inc.; and SunAmerica, Inc.'s fund complex. A native of Riverside, Calif., Willison earned a BS in economics from UCLA and a MBA in finance from the University of Southern California, following his service as an officer in the U.S. Navy.

**Patrick J. Swanick**, retired president of KeyCorp Retail Banking & Electronic Services, is an accomplished financial services professional, having accumulated more than 25 years of executive level experience in the US banking industry. Swanick has held senior positions in retail and commercial banking, operations, technology, sales, marketing, product management, consumer payments and e-commerce. At KeyCorp, he served as president of the Retail Bank and CEO of Key Electronic Services, with responsibility for 900+ branches nationwide as well as the company’s consumer e-commerce and Internet strategies. He was a director of MasterCard International (US Region), the Integriion Financial Network, Econex, Key Merchant Services, KeyBank USA and Vice Chairman of KeyBank, NA. Swanick is a member of the National Association of Corporate Directors (NACD), and currently serves on the board of directors of Captaris, Inc. (NASDAQ - CAPA), a Bellevue, Wash. technology company; and First Partners, Inc., an Austin, Tex. company providing collections and payments services to governmental entities and financial institutions nationwide. Swanick is a two-time graduate of St. Joseph’s University in Philadelphia, earning a BS in marketing, a minor in Spanish, and a MBA with a specialization in management.

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**Ashok T. Aram**, managing director of integrated credit trading/global markets at Deutsche Bank AG, joined Deutsche Bank in May 1995 as a management trainee. He was a founding member of the successful Telecom Team providing advisory, risk management and capital raising services to key telecom clients throughout Asia. He worked to integrate the global corporate and investment banking businesses of Deutsche Bank and Deutsche Morgan Grenfell, and was later appointed as a member of the deal team involved in the acquisition of Bankers Trust in the United States. Aram was named global chief operating officer, and eventually global head, of the Global Banking Division, where he was responsible for international corporate banking and structured finance activities in 55 Countries spanning the Americas, Asia/Pacific and Europe. Aram has a First Class Bachelor's Degree in Electronics Engineering from the University of Technology in Madras, India. In 1995, as a Sakura Foundation Graduate Scholar, he stood first in his Masters program, earning a degree in International Business & Comparative Culture in Sophia University, Tokyo, Japan.

#### **About Tyfone**

A developer of next generation solutions for mobile handsets, Tyfone was founded in 2004 by a core team of financial services industry leaders and technology development experts. Tyfone USA is headquartered in Portland, Oregon, with Asia-Pacific headquarters in Bangalore, India. Manufacturing is outsourced to Taiwan. For more information, visit [www.tyfone.com](http://www.tyfone.com).

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