

More Than a Dozen Companies Launch New Applications Built with PayPal X at Innovate 2009

SAN FRANCISCO--**INNOVATE 2009**

Today, at [PayPal X Innovate 2009](#), more than a dozen developers announced a new generation of applications built with the [PayPal X](#) global payments platform.

[AERS](#), [Carlson](#), [FIS](#), [FundRazr](#), [MedPayOnline](#), [Payvment](#), [Playspan](#), [ShopSavvy](#), [Storenvy](#), [Super Rewards](#), [Sun Microsystems](#), [S1](#) and [Zuora](#) all announced new solutions. These companies represent just a sampling of the more than 1,000 [PayPal X](#) beta participants already monetizing new and innovative applications on [PayPal X](#).

"We're already seeing developers making money by tapping into the enormous global payments opportunity with PayPal X," said Osama Bedier, PayPal's vice president of platform. "The output from the beta program has been amazing, and this is just the beginning."

New Offerings Demonstrate Potential to Change the Future of Payments

[Sun Microsystems, Inc. \(NASDAQ: JAVA\)](#) worked with PayPal to support application payments in the Java Store Beta and enhancements to the beta user experience. A consumer-facing storefront enabling the discovery and purchase of Java™ and JavaFX™ applications, the Java Store Beta offers an unequalled distribution mechanism for reaching more than 800 million desktop Java users worldwide and driving potential revenue opportunities through the sale of innovative content.

[Carlson Marketing](#) teamed with PayPal to provide another redemption option for participants in client loyalty and engagement programs. Participants now can redeem their program points for specific PayPal dollar amounts. The money can be deposited into their own PayPal accounts or can be given as a gift. Participants simply select the PayPal reward from an online catalog, and within minutes they will receive an e-mail confirming the transaction.

[ShopSavvy](#), the comparison shopping application with more than 3 million users worldwide, now offers mobile payments utilizing PayPal X. PayPal's first suite of application programming interfaces (APIs), Adaptive Payments, makes it possible for ShopSavvy users to immediately purchase items through their PayPal accounts after they scan the product barcode with their mobile phone cameras.

[Payvment](#) today introduced an e-commerce application that allows anyone to easily create a retail store on Facebook. By harnessing the power of PayPal X, customers will now be able to shop from multiple vendors in a single shopping cart, turning Facebook into an online shopping mall.

[MedPayOnline](#) uses PayPal X to power its patient payment system, which addresses the payments needs of the \$2.3 trillion healthcare market for patient payments. Using Adaptive Payments, the new application allows anyone to easily pay their medical providers online.

[Storenvy](#) today launched as an online store system and social shopping community, connecting independent merchants with shoppers in a social setting. Storenvy's social shopping features allow consumers to interact and see each others' tastes and comments on products across all stores, creating a crowd-curated selection of "Most Popular" items for new users to discover. Adaptive Payments allows Storenvy shoppers to use one shopping cart and make one payment transaction, even when buying from multiple stores or multiple countries.

Follow PayPal on Twitter: @PayPal, @PayPalX, #ppxi09 and #changehowwepay. For additional information on PayPal X, please visit www.x.com.

About PayPal

PayPal is the faster, safer way to pay and get paid online. The service allows members to send money without sharing financial information, with the flexibility to pay using their account balances, bank accounts, credit cards or personal financing. With more than 78 million active accounts in 190 markets and 24 currencies around the world, PayPal enables global ecommerce. PayPal is an eBay company and is made up of three leading online payment services: the PayPal global payments platform, the PayPal Gateway, and Bill Me Later. More information about the company can be found at <https://www.paypal.com>.

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