

# ChargeSmart Names Industry Expert Philip Mikal Chief Operating Officer

*Consulting specialist provides marketing, product development expertise*

**SAN FRANCISCO, Aug. 11, 2008** – ChargeSmart LLC, a provider of online payment solutions to the financial and mortgage industries, announced that Philip Mikal has been appointed chief operating officer of the company. His responsibilities include day-to-day development, design, operation and improvement of ChargeSmart's electronic payment platform as well as personal involvement in customer research and analysis.

Mikal joins ChargeSmart from his consulting practice where he works with early-stage start-up companies. He is a serial entrepreneur with a strong background in Internet technology, financial services and the real estate industry. He has founded several profitable Web-based companies and holds a good track record in selling both investors and early customers.

“As ChargeSmart continues to solidify its place as the first choice for online credit card funded bill payment, Philip's professional experience will be paramount to our continued success,” said Mitch Friedman, co-founder of ChargeSmart. “Philip's background as an entrepreneur and engineer gives him the unique ability to direct ChargeSmart's many new and upcoming initiatives, as well as spearheading our marketing and engineering teams' efforts.

“His extensive experience working with young start-up companies demonstrates Philip's ability to deliver world-class online marketing and to make tough decisions in high-risk, low-data environments.”

“ChargeSmart is comprised of a team of experienced professionals dedicated to providing a convenience to consumers via an additional payment method,” Mikal said. “I want to be an integral part of seeing ChargeSmart reach the level of success I believe it can have.”

Friedman added, “Philip is a start-up specialist who turns ideas into sales and profits. He can lead ChargeSmart from its early success and continue to attract savvy consumers to our convenient one-stop-shop for bill payment.”

Mikal specializes in conducting consumer research and analysis to identify product to market fit for Internet-based services. His success in developing innovative payment products and predicting future trends comes from previous experience in establishing key relationships within the payments ecosystem and directing sales through customer development processes.

ChargeSmart enables individuals with Internet access and a major credit card to make payments to billers in five different industries. Customers submit payments directly to ChargeSmart and indicate the amount they wish to pay and the recipient. The ChargeSmart system accepts, processes and remits payments electronically, ensuring every step from the customer to the payee is accounted for, secure and traceable. Additionally, the company's easy-to-use interface enables customers to gain reward points or miles from their card issuer.

## **About ChargeSmart LLC**

San Francisco-based ChargeSmart is a revolutionary, comprehensive online payment service that enables consumers to pay their mortgage loans, auto loans and leases, education loans

and utility bills using a major credit card. Through its network of more than 4,000 billers across the United States, ChargeSmart completes transactions using a secure Internet-based payment system.

The company's executive team is comprised of financial, technical and real estate experts all of whom recognize the importance of meeting and exceeding consumers' need for convenience, reliability and efficiency. With more than 50 years of combined Wall Street, realty and technology experience, they share a common goal to modernize the way people view all types of bill payment. For more information about ChargeSmart, visit its Web site at [www.ChargeSmart.com](http://www.ChargeSmart.com) or call 415.974.5100.