

# New Product Feature: CAKE Payments

Tipalti and CAKE by Accelerize Advance Partnership  
with Richer, More Seamless Integration



# CAKE PAYMENTS PRESS RELEASE

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## TIPALTI AND CAKE BY ACCELERIZE ADVANCE PARTNERSHIP WITH RICHER, MORE SEAMLESS INTEGRATION

### **CAKE Payments eliminates major point of friction for advertisers and affiliate networks**

Newport Beach, Calif. – Oct. 30, 2014 - Accelerize (OTCQB:ACLZ) (OTCBB:ACLZ) and its digital marketing software division CAKE, along with Tipalti, a leading global pay-outs management automation platform, today announced their latest innovation, a seamless mass pay-out solution that integrates with real-time digital marketing campaign tracking and attribution analytics. This new capability is designed to help alleviate one of the biggest challenges for advertisers and affiliate networks – payments to affiliates and ad networks. CAKE and Tipalti will showcase CAKE Payments from booths 901 and 314 respectively at ad:tech New York on Nov. 5-6 at The Javits Center in New York City.

Originally announced in April 2013, CAKE and Tipalti's partnership allows CAKE customers to take advantage of Tipalti's automated global mass payment management system to make pay-outs to any partner in their native currencies across a wide range of payment methods in over 190 countries. This next iteration of the partnership further brings Tipalti's pay-out solution into CAKE's product interface, providing faster customer onboarding, lower transaction fees and more payment options.

"CAKE Payments eliminates a major headache for advertisers and affiliate networks, as making payments is not a part of their core businesses," said Tipalti CEO Chen Amit. "This new integration significantly reduces the workload and costs of making pay-outs, while improving the partner payment experience, ensuring tax and regulatory compliance and removing fraud. By relying on CAKE Payments, customers can spend time on growing their business and not worry about payment fulfillment."

"Integrating Tipalti with CAKE has definitely streamlined our entire affiliate pay-outs process," said Dmitry Atamanyuk, ClickDealer COO. "We have been able to significantly automate our pay-outs workload while providing our partners with a better experience and higher transparency of the whole payment process."

"CAKE Payments is another example of how we support our network and advertiser customers," said CAKE President and Accelerize COO Santi Pierini. "As demonstrated with the launch of two new products in September, we are committed to innovation and driving customer success. CAKE continues to extend and build new partnerships and product integrations to provide additional value to customers using the CAKE platform."