



IFAN Financial, Inc. Expands Customer Base to Non-Governmental Organizations, Charities, International Remittance Market

PayX Platform Presented at Leadership Council to the Media for Social Impact Summit 2016; Platform Reduces Costs for Non-Profit, Remittance Sector

SAN DIEGO, CA, July 21, 2016 / IFAN Financial, Inc. (OTC PINK: IFAN), ("IFAN" or "the Company"), a designer, developer, and distributor of software to enable mobile payments, announced that it has begun a sales and marketing initiative to add Non-Governmental Organizations (NGOs), Charities and the International Remittance market to its global customer base. At the invitation of Edward Martin, a member of the Leadership Council, IFAN presented its PayX platform at the Media for Social Impact Summit 2016.

The Media For Social Impact Summit is an exclusive by invitation only event that unites representatives of leading media companies, advertising firms and creative agencies with high level United Nations representatives and communication experts to highlight the power of media to drive social change and strategize campaigns around pressing global issues.

Organized by the United Nations Office for Partnerships and PVBLIC Foundation, the summit showcases innovative social campaigns and movements through keynotes, interviews, case studies and roundtables and provides a unique opportunity for delegates to network and learn from the brightest minds in media and build lasting partnerships that further social progress.

Jason Aplin (EVP Sales & Marketing) met with Global Leaders in Design Agencies, Media, and Filmmakers at the Summit. He said, "The PayX Platform was presented and well received as a cost effective solution in facilitating the needs of those who are unbanked, the underbanked global diaspora, and those engaged in international remittance."

He added, "The PayX Platform is seen as a mechanism for partnerships with NGOs and leaders of Sustainable Development Goals (SDG's) that offer a method of generating additional revenue to further their causes. The PayX Platform eliminates many of the costly fees associated with donations and money movement for non-profits. There are countless charities involved in these areas. Currently, when they accept a donation via credit card, they have to give up a significant portion. We can offer the same services for far less, meaning that more of the donation gets to where the donor wants it spent."

J. Christopher Mizer, President and CEO of IFAN Financial, "The world is rapidly moving towards cashless transactions and this is another arena where IFAN can help reduce costs, enhance security and deliver a user friendly experience all at the same time. IFAN is entering the preliminary stages to develop a long-term strategic relationship with the United Nations and its partnering organizations. McKinsey and Company estimates that 2.5 billion people are without banking services of any kind. Around 2.2 billion of them live in Africa, Asia, Latin America, and the Middle East - the very markets that are most likely to grow in the coming years. By making transactions easier, by bringing our services to those who need them, we can make a difference in their lives and boost their economies."

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About IFAN Financial, Inc.:

IFAN Financial, Inc., along with its wholly owned subsidiaries and joint ventures, design, develop, and distribute technology to enable and enhance mobile and traditional payments. The IFAN Platform consists of proximity based beacons, merchant processing, a mobile wallet, and prepaid card and debit card options. IFAN's consumer facing entity, PayX, includes a portfolio of payment solutions through the mobile optimized platform capable of facilitating on-demand payments, auto-payments, split-funded payments, proximity marketing, and spending of platform funds through a linked card. IFAN and PayX provide businesses with the world's first white label, mobile optimized platform that connects to any point of sale system and enables the next generation of marketing and payments with the capability to remit internationally. For more information, visit www.ifanfinancial.com.

Forward-Looking Statements:

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. Although forward-looking statements in this release reflect the good faith judgment of management, forward-looking statements are inherently subject to known and unknown risks and uncertainties that may cause actual results to be materially different from those discussed in these forward-looking statements, including but not limited to our ability to maintain our website and associated computer systems, our ability to generate sufficient market acceptance for our products and services, our ability to generate sufficient operating cash flow, and general economic conditions. Readers are urged to carefully review and consider the various disclosures made by us in our reports filed with the Securities and Exchange Commission from time to time which attempt to advise interested parties of the risks and factors that may affect our business, financial condition, results of operation and cash flows. If one of more of these risks or uncertainties materialize, or if the underlying assumptions prove incorrect, our actual results may vary materially from those expected or projected. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. We assume no obligation to update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of this release.

Contact:

IFAN Financial, Inc.
Steve Scholl
Chief Financial Officer
3517 Camino del Rio South
Suite 407
San Diego, CA 92108
Direct: 858-277-9868
FAX: 619-923-2907
sscholl@ifanfinancial.com
www.ifanfinancial.com

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