

NEWS RELEASE

IP Applications Corp. New Product Launch Update

Vancouver, January 25, 2007 - IP Applications Corporation (TSX-Venture: IPX) announces that the Company has launched its **MyHelpDesk.com** remote computer service product through one of its customer channels. Active marketing began in the first week of 2007 and early results are promising. The Company expects to intensify its marketing and expand market channels progressively through 2007.

“MyHelpDesk.com is the first new IP Applications product in several years and we’re really excited about it,” said John Jacobson, President and CEO. **“MyHelpDesk.com** is a service to repair and upgrade customer’s desktop PC’s over a high-speed internet connection. Customers use our web-based tool to book appointments with our technical experts and we access their computers over a secure connection. We clean up spy ware and viruses, optimize performance, set up secure home wireless networks and even help with new toys like mp3 players. More information is available from the product website at www.MyHelpDesk.com”

Following the release of **MyHelpDesk.com**, IP Applications plans to release two more new products in 2007 via its existing customer channels. These existing channels allow the company to market its products and services to more than a million retail members of the channel organizations. The two new products to be released are:

Voyager-SaaS

This web-based helpdesk management/trouble ticket software suite allows enterprise customers to license the product on a hosted basis to manage and support their own helpdesk services. As an e-commerce product, Voyager is positioned to be highly scalable and capable for enterprise and government clients. One current IP Applications client has committed to using the product, and a second has expressed strong interest. The Company plans to offer the product to the broader market by offering it as a Software as a Service (“SaaS”) product. With the initial version of the product already in production, the SaaS version is planned for release later in 2007.

e-Commerce Suite for Affinity-group commercial portals

This electronic ecommerce suite, uniquely designed for affinity groups, is based on the Company’s existing credential and transaction processing capability, enhanced to meet the specific needs of affinity group retailers. The product is planned for release in the second half of 2007.

About www.MyHelpDesk.com

MyHelpDesk provides enhanced helpdesk service product for individual computer users. It uses remote access technology to set-up, repair, maintain and troubleshoot users’ computers, wireless networks and MP3 players. MyHelpDesk is part of IP Applications’ strategy to meet existing channel demand with available helpdesk capacity at higher margins. The product was released in early 2007.

About IP Applications

IP Applications Corp. serves companies bringing online products, services, content, and internet access to market. IP Applications provides a flexible combination of technology, systems and expertise for customers who have channels and products but who lack the delivery and support capabilities. IP Applications’ integrated Operational Support System and contract Help Desk services dramatically reduce the cost, complexity and time to market for online products and services.

Forward-Looking Statements

This press release may contain forward-looking statements. Actual events or results may differ materially from those described in the forward-looking statements due to a number of risks and uncertainties. Forward-looking statements are based on management's estimates, beliefs, and opinions. The company assumes no obligation to update forward-looking statements.

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

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