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YellowPepper Selected by the Americas Venture Capital Conference as a Finalist for Most Innovative Company in Latin America Award

MIAMI, Oct. 20 /PRNewswire/ -- [YellowPepper](#), a burgeoning leader in mobile financial solutions in Latin America and the Caribbean, has been selected as a finalist for the [Americas Venture Capital Conference](#) Most Innovative Company in Latin America Award. The Conference, which is hosted by the Florida International University (FIU), will be held in Miami on November 17-18, 2010.

"We are delighted to be recognized as a finalist for this prestigious award, sponsored by FIU. YellowPepper is unleashing mobile banking in Latin America and the Caribbean by providing an open platform that partners with banks, mobile network operators, merchants and consumers to enhance the quality of life and business opportunity for all stakeholders in the region through innovative mobile financial solutions," said Serge Elkiner, President and Founder of YellowPepper.

Fifteen companies have been selected as finalists for the innovation award and will present their respective business plans to the Conference Program Committee, competing for three different prizes. All of the selected companies boast solid track records, established management teams and have met a minimum revenue threshold. The fifteen companies hail from six different countries and represent seven distinct sectors.

About YellowPepper

Founded in 2004, the Miami-based YellowPepper is positioned to lead the mobile banking/mobile wallet space in Latin America. YellowPepper's unique open-architecture platform allows banks, mobile network operators, merchants and consumers to access its network, providing the foundation for a robust payment ecosystem. As of today, the Company is currently operating in eight countries (Bolivia, Colombia, Ecuador, Guatemala, Haiti, Panama, Peru) and boasts over 2 million users, conducting nearly 8 million transactions per month.

About Americas Venture Capital Conference

The Americas Venture Capital Conference is the first conference of its kind with a specific focus on Latin American ventures to be presented in Miami, the hub of Latin

American commerce. The conference will provide a unique forum for innovative enterprises in South Florida and Latin America to showcase their ventures and meet established firms and potential investors to develop strategic alliances.

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