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**-- Direct Insite Enhances its Channel Sales Initiatives
in Partnership with Phoenix Fire --**

FT. LAUDERDALE, FL, January 16, 2014 – Direct Insite (OTC QB: DIRI), a leading provider of cloud-based e-invoicing solutions for Accounts Payable, Accounts Receivable and Payments automation, announced today a partnership with Phoenix Fire Inc., a top business development agency specializing in partner channel development within the technology sector. This strategic partnership brings Direct Insite’s e-invoicing solutions to new channel resellers and customers, facilitating the company’s channel sales commitment to the Global 3000.

“Phoenix Fire enables Direct Insite to increase its sales footprint with new strategic channel partners with complementary solutions and services,” said Direct Insite President and CEO, Matthew E. Oakes. “Phoenix Fire’s expertise in building partner ecosystems will help Direct Insite quickly expand its sales channels with strategic partners that are well positioned to meet the growing global demand for AP and AR e-invoicing solutions.”

Direct Insite’s e-invoicing platform provides critical procurement, shared services and treasury functionality, including e-invoicing, workflow management, payment processing and dynamic discounting, in an ERP agnostic and cloud-based environment. Clients immediately experience eliminated upfront capital investments and a reduction in ongoing IT costs and resource requirements, allowing users to leverage and extend their legacy financial operations investments.

Partners can deploy Direct Insite modules individually, or fully integrated as an end-to-end AP transformation platform. Direct Insite’s e-invoicing platform also can be white-labeled.

“Direct Insite has a proven track record in some of the most complex financial shared services environments in the world,” said Phoenix Fire CEO, Daniel Ervin. “Phoenix Fire looks forward to helping Direct Insite extend its channel program to close new sales opportunities among the Global 3000. Our partner channel growth strategy enables companies like Direct Insite to extend their reseller relationships to quickly and cost-effectively grow their business and increase profits.”

About Direct Insite Corp.

Direct Insite delivers cloud-based e-invoicing solutions for Accounts Payable, Accounts Receivable

and Payments automation. Since 2001, Direct Insite has built a track record in automating some of the most demanding financial environments. Today, more than 350,000 suppliers and customers Direct Insite's e-invoicing network across over 100 countries (representing more than 35 currencies and 17 languages). Direct Insite's Invoices On-Line™ platform provides critical procurement, shared services and treasury functionality, which includes: company profile management, e-invoicing, workflow management, payment processing, spend management and business intelligence, dynamic discounting and supply chain financing. To learn more, visit www.directinsite.com.

About Phoenix Fire

Phoenix Fire Inc. is a business development agency that specializes in business partner channel development within the technology sector. Since 1995, the company has engaged with over 12,000 companies worldwide. Phoenix Fire has also been retained by three of the top 10 global software companies. The company has deep technology expertise in areas such as, but not limited to Communications, Data Management, Cloud Computing, CRM, eDiscovery, ERP, Financial Systems and Security. For more information, please visit www.phoenixfireinc.com.

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