

Payment Alliance International Announces Strategic Partnership with USWCC | New Deal Financial

Louisville, KY (1/12/09) - Payment Alliance International, a leader in electronic payment processing solutions announced today a Strategic Partnership with the USWCC | NEW DEAL FINANCIAL (www.uswccnewdeal.com), the business and financial services arm of the U.S. Women's Chamber of Commerce (www.uswcc.org). PAI will provide credit card processing services for USWCC | Merchant Solutions including the new online USWCC | Marketplace as well as traditional retail and B2B credit card/bankcard processing.

This is an important addition to the U.S. Women's Chamber of Commerce suite of services powered by USWCC | New Deal Financial which include: Online Stores, Business and Financial Asset Growth Management, Retirement Planning, Tax Strategies, Business Transition Planning, Life Insurance, Annuities, Business Technology Solutions, Pre-Paid Debit Card Cash Management, Telephone IVR Solutions, Web Conferencing, and more.

By focusing the buying power of the over 500,000 U.S. Women's Chamber of Commerce members, PAI provides USWCC members the valuable benefit of wholesale credit card/bank card processing rates that they otherwise would not be able to obtain. Through USWCC | Merchant Solutions, PAI administers a "meet or beat" program for USWCC members including personalized education and customized solutions to help each business owner secure real savings.

"Our goal is to add true value for USWCC members by providing strong upfront education, custom solutions and by significantly lowering a merchant's cost of payment acceptance for both traditional retail and online storefronts," says Nathan Danus, Director, PAI. "We know USWCC members work hard to grow their businesses and we will help them to increase their profit margins. PAI will support USWCC | Merchant Solutions by leveraging the buying power of the U.S. Women's Chamber of Commerce to reduce credit card processing costs and by providing one-on-one education and customized solutions for USWCC members."

As administrators of credit card processing solutions for USWCC | Merchant Solutions, PAI will be a key resource for information on the payments industry and will provide industry updates for USWCC members through the online USWCC | Education Center, educational forums and newsletters. PAI will support a dedicated toll free line for USWCC | Merchant Solution customers and provide resources on the web that will be available 24/7. This 24/7 online portal includes account access, guidance, advice and the latest updates for the payment processing industry, including how to reduce costs, increase revenue, increase customer retention and reduce risk.

About PAI:

Payment Alliance International (PAI) is a leader in the payment processing industry offering credit card, check, ATM, network management, cash management and business information services. Through its client centered approach to payments, PAI has become one of the fastest growing companies in America and today's largest privately held ATM operator. PAI is based in Louisville, KY. For more information about PAI, please visit www.paymentallianceintl.com

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