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Payment Alliance International Successfully Launches Shooting Sports Payments Package

WEST PALM BEACH, Florida (June 5, 2009) Payment Alliance International, the nation's first company to develop a successful business model which provides a suite of payment processing services to both merchants and financial institutions, recently introduced a new, feature rich payments package at the NRA's annual meeting in Phoenix, Arizona.

The package, which highlights products that fit the specific needs of the fire arms industry, includes wireless terminals for gun shows, online processing for firearm retailers, and ACH services for wholesalers. This package, which was created through a collaborative effort between PAI and shooting sports industry leaders, will be sold through both PAI's Target Marketing Group and Bank Services Group and may be sold bundled or a la carte.

"The shooting sports industry is experiencing a record setting boom in sales, and the Firearms/Shooting Sports market is by far our channel's highest producing vertical at around \$100 million dollars in annual bankcard volume. This event was a great opportunity for us to get out there, showcase PAI's product suite, meet our existing merchants face-to-face, and bring back several well qualified leads," said Nathan Danus, Director of PAI's Target Marketing Group.

Payment Alliance International is the proud partner of America's hallmark organizations which serve to protect our 2nd Amendment rights. While other payment processors have limited their service to the firearms industry, we have embraced it by becoming the endorsed provider to associations such as the NRA Business Alliance, The National Shooting Sports Foundation, and the Single Action Shooting Society.

About Payment Alliance International

With a strong established nationwide customer base, Payment Alliance International, which is headquartered in Louisville, Kentucky, is the nation's only company to successfully construct a true single-source, multi-product platform for providing businesses and financial institutions with a suite of services which streamline and secure payment processing and increase income. PAI focuses on the entire payment processing landscape, offering solutions that include ATMs and analytic services along with credit card and check processing, prepaid services as well as branding opportunities for financial institutions. Additional information about the company can be found at www.gopai.com.

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