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Payment Alliance International First to Market with ATM Mobile Marketing
Offer Part of Comprehensive PAIMobile™ Suite of Solutions

Louisville, Ky. and Orange, Calif., May 6, 2011 (Business Wire) – [Payment Alliance International](#) (PAI), a leader in electronic payment processing solutions, announced today that it has integrated mobile marketing into its ATMs. The integration was made possible through an industry-leading partnership between PAI and [Street Savings](#), a mobile marketing provider.

Street Savings mobile marketing products move value using text messaging, popular gift and loyalty programs, and widely available credit card terminal and POS hardware that now includes ATMs. The company's Mobile Coupons and Mobile Rewards products are designed specifically for resellers. "Our products are easy and affordable for merchants, quick-to-provision and work with the credit card terminals and point-of-sale (POS) systems agents already sell," said Pal Flagg, Street Savings chief operating officer. "Now they are also the first way for consumers to participate in the benefits of mobile marketing via the ubiquitous ATM."

PAI manages over 50,000 ATMs nationwide via a network of agents and market representatives. The strategic move enables consumers to opt-in to mobile deals from area merchants at the ATM, and uniquely positions the company and its agents to take advantage of the fast-growing mobile opportunity. "By combining mobile with the ATM, we are giving agents a unique, value-added service that provides differentiation when competing for electronic payment services and ATM sales, said John J. Leehy, III, president & chief executive officer of PAI. "We're also giving agents a new product that can cost-effectively drive significant revenue for merchants."

PAI will feature PAIMobile along with its new ATM mobile marketing capabilities at the [Electronic Transactions Association \(ETA\) Annual Meeting & Expo](#), May 10-12, 2011, in San Diego, Calif. Mobilized ATMs will be available for demonstration at the PAI booth (#628) and Street Savings exhibit (#1132), as well as featured in the ETA Technology Showcase (#537). The demonstrations will highlight the easy accessibility of mobile marketing's benefits for small- to medium-sized businesses.

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At the conference, ETA attendees will have the opportunity to receive mobile text message offers from restaurants and merchants in San Diego's famous [Gaslamp Quarter](#), such as *Get \$10 off*, simply by opting-in at one of the ATM kiosks on display.

About Payment Alliance International (PAI)

Payment Alliance International is a leading provider of payment processing solutions for businesses nationwide. We offer credit card, check processing, ATM network management, and business information services, all designed to maximize customer success and make business easy. Payment Alliance International is based in Louisville, Ky., with offices in West Palm Beach, Fla., Jackson, Miss. and Billings, Mont. For more information, please visit www.GoPAI.com.

About Street Savings

Street Savings provides certified mobile marketing solutions that increase revenue for merchants, acquiring banks and resellers by cost effectively mobilizing gift and loyalty programs. The company's Mobile Rewards and Mobile Coupons products send text message offers that customers can redeem on merchant credit card terminals and point of sale systems. Businesses can create trackable mobile marketing campaigns that build loyalty and increase sales. For more information, visit www.streetsavings.com.

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