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Smartphone Payment Processing for Shooting Sports Industry Now Available from Payment Alliance International

Offer Part of Comprehensive PAImobile™ Suite of Solutions

Louisville, Ky., May 24, 2011 (Business Wire) – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions and the [Electronic Transactions Association's \(ETA\)](#) 2011 "ISO of the Year," is pleased to announce smartphone mobile payment processing capabilities for its Shooting Sports Payments Package. The new mobile payments capabilities garnered widespread attention and resounding support earlier this month when introduced at the [National Rifle Association's \(NRA\)](#) Annual Meeting in Pittsburgh, Pa.

The Shooting Sports Payments Package is an ongoing collaborative effort between PAI and shooting sports industry leaders, with the goal of providing payment solutions that meet the needs of firearm retailers and related professionals. Along with traditional brick-and-mortar and e-commerce card processing and check services, PAI now offers shooting sports merchants a cost-effective way to accept mobile swiped card payments from their iPhone, iPad, iPod Touch, Galaxy Tab and other Android devices, utilizing a Secure Card Reader Authenticator (SCRA) attachment.

Rather than prohibiting service to the firearms industry, PAI has embraced it, resulting in the Shooting Sports Payments Package being endorsed by the major associations, including the [NRA's Business Alliance](#), the [National Shooting Sports Foundation \(NSSF\)](#) and the [Single Action Shooting Society \(SASS\)](#).

"As a committed partner to the unique firearms market, we are constantly looking for ways to benefit our customers," explains Nathan Danus, vice president of PAI's target marketing group. "We are very excited to help the shooting sports industry use payments technology to grow revenue, whether it's in a retail store environment, through an e-commerce website or via mobile processing. We're there every step of the way."

To learn more about the PAImobile suite of mobile solutions and the Shooting Sports Payments Package, please visit www.GoPAI.com/shooting or call us at 866.371.2273 (option 1).

About Payment Alliance International (PAI)

Payment Alliance International is a leading provider of payment processing solutions for businesses nationwide and has been recognized as the 2011 "ISO of the Year" by the Electronic Transactions Association (ETA). We provide credit/debit card acceptance and processing services, 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, Fl., Jackson, Miss. and Billings, Mont. For more information, please visit www.GoPAI.com.

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