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**Asian American Trade Associations Council Selects
Payment Alliance International for New WATCHDOG Program
*PAI to Offer Merchant Services to all AATAC Members***

LOUISVILLE, Ky., Oct. 17, 2012 (Business Wire) – [Payment Alliance International](#) (PAI), a leader in electronic payment processing solutions, has been selected by the [Asian American Trade Associations Council](#) (AATAC) as a founding strategic partner of their newly launched WATCHDOG program, and will include merchant services to all of its members. The endorsement of PAI in the WATCHDOG program provides literally tens of thousands of retailers and affiliates, representing over 200,000 various retail businesses owned or operated by Asian Americans across the nation, with the opportunity to utilize a variety of cost-effective and innovative merchant services solutions.

“We are thrilled to form a partnership with the AATAC,” said Scott McFarland, senior vice president of sales at PAI. “Our vision and product strategy are directly aligned to the value propositions the AATAC delivers its membership. PAI will lower operating costs, increase profits, and enhance operating efficiencies for thousands of businesses participating in the WATCHDOG Program.”

Paul Rock, trustee of the AATAC board of directors, commented, “Merchant processing is not a new concept for our retailers or our groups. Even the concept of offering a better value or a discounted price for similar services is not new.” Rock further stated, “Vital to AATAC delegates is a strategic partner that puts the interests of retailers first, above their own, in order to establish if the retailer is getting a fair deal, or more importantly, the best deal possible. This initiative will be known as the WATCHDOG program, and it will be spearheaded by the most successful and trusted partners. In the payments category, PAI already does a tremendous amount of business with our retailers and affiliates — from ATMs, to merchant processing, to other money collection and remittance programs.” Rock continued, “We are excited about what this means for our industry and we will soon have the best minds in the business watching over our accounts and ensuring we have the best offer in hand.”

About Payment Alliance International (PAI)

Payment Alliance International is a leading provider of payment processing solutions for businesses nationwide. As the nation’s largest deployer of ATMs, PAI provides ATM processing and maintenance services, ATM equipment sales and support, and ATM branding programs. PAI also offers comprehensive payment and small business solutions including credit, debit and prepaid card acceptance services, remote deposit capture and check processing, ecommerce solutions, ATM/email/mobile marketing, and loyalty programs...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 or follow us on [Facebook](#) and [Twitter](#).

About Asian American Trade Associations Council (AATAC)

The AATAC is comprised of delegates from various business retailer groups across the country and each group may have as few as a 100 members or as many as 10,000 plus retail locations. The council was reshaped in 2012 to be able to cohesively bring together the collective purchasing power, bargaining ability, and regulatory feedback that are required to excel in the retailing industry across multiple sectors throughout North America. This group is also backed by the power of an implementation company and a marketing division that, not only increases the reach and placement of products and services, but can actually launch and build entire brands within the industry. For more information, please visit www.aatac.co.

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