

Online Payments for Firearms Industry



Now Available on GunBroker.com Auction Site

LOUISVILLE, Ky., March 12, 2012 – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions, is pleased to announce a strategic partnership with [GunBroker.com](#), the world's largest online firearms auction site, to provide an easily integrated payments acceptance solution for approved GunBroker.com online sellers. The partnership was unveiled at the [2012 Shooting Hunting Outdoor Tradeshow \(SHOT\) Show](#) recently held in Las Vegas, and was met with resounding support by SHOT attendees and shooting sports enthusiasts alike.

"As a committed partner to the shooting sports industry, we're constantly looking for new ways to provide the best products and services," explains Nathan Danus, vice president of national accounts for PAI. "We're excited to see businesses in the shooting sports industry use payments technology to fuel growth and we're committed to helping them succeed," adds Danus. "Our partnership with GunBroker.com and the enhancement of our PAI Shooting Sports Payments Package is a real win for everyone in the firearms industry. PAI is honored to be selected by GunBroker.com as the driver of their online payments engine."

Along with traditional brick-and-mortar, e-commerce and mobile credit card and check processing services, PAI now offers GunBroker.com sellers easy integration to the PAI Shooting Sports Payments Package from their existing checkout system. By providing online acceptance capabilities to approved firearm

resellers, payment processing is instant. This is a win-win situation for both online buyers and sellers as neither party has to wait for a cashier's check to be purchased, mailed and cashed before the item can be shipped.

The PAI Shooting Sports Payments Package is an ongoing collaborative effort with shooting sports industry leaders such as GunBroker.com. Although the suite of payments products for this industry is constantly evolving, the mission remains the same—to provide innovative payment products that fit the specific needs of firearms retailers and industry professionals.

PAI is the proud partner of America's hallmark organizations which serve to protect our Second Amendment rights. While other payments providers limit services to the firearms industry, PAI embraces it. Our services are endorsed by the [NRA Business Alliance](#), the [National Shooting Sports Foundation](#), the [National Association of Sporting Goods Wholesalers](#) and the [Single Action Shooting Society](#).

To learn more about the GunBroker.com checkout system and the PAI Shooting Sports Payments Package, please visit www.GoPAI.com/gunbroker or call 855.558.3414.

