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## **Payment Alliance International Helps Gun-Related Merchants Secure Payment Processing *Shooting Sports Payments Package Offered to Abandoned Business Owners Nationwide***

**LOUISVILLE, Ky., June 28, 2013** – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions, is pleased to announce its ongoing commitment to merchants in the shooting sports industry after a number of financial institutions, merchant services providers and lenders have recently withdrawn from this segment. PAI embraces the shooting sports industry and is continually enhancing its [PAI Shooting Sports Payments Package](#) with new payment acceptance alternatives. The PAI Shooting Sports Payments Package has been endorsed by major industry associations, including the [NRA Business Alliance](#) and the [National Shooting Sports Foundation \(NSSF\)](#).

Major marketing efforts are under way to reach shooting sports merchants to let them know that they can continue to accept credit, debit and check payments for goods and services sold in brick-and-mortar, on-the-go and e-commerce environments. PAI's 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 card processing and check services, PAI gives shooting sports merchants a secure and cost-effective way to conduct mobile payment processing using their own smartphones and tablets. PAImobile garnered widespread attention and resounding support last year when introduced at the [National Rifle Association's \(NRA\) Annual Meeting](#) and the [SHOT Show](#).

"Sadly, we've seen this trend continuing over the past few years. The payment processing options for Federal Firearms License (FFL) dealers and legitimate shooting sports professionals are getting smaller and smaller," explains Nathan Danus, vice president of national accounts at PAI. "We're all in this together. PAI will continue to help the shooting sports industry use payments technology to grow revenue, whether it's in a retail store, through an e-commerce website or on a smartphone or tablet."

To learn more about the PAImobile suite of mobile solutions and the PAI Shooting Sports Payments Package, please visit [www.GoPAI.com/shooting/](http://www.GoPAI.com/shooting/) or telephone 866.371.2273 (option 1).

### **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...all designed to maximize customer success and make business easy. The company is a proud partner of the [National Shooting Sports Foundation \(NSSF\)](#), [NRA Clubs and Associations](#), [NRA Business Alliance](#), [FFL123.com](#), [GunBroker.com](#), [GunAuction.com](#), [National Association of Sporting Goods Wholesalers \(NASGW\)](#) and the [National Pawnbrokers Association \(NPA\)](#). Payment Alliance International is based in Louisville, Ky. For more information, please visit [www.GoPAI.com](http://www.GoPAI.com) or follow us on [Facebook](#) and [Twitter](#).

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