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Payment Alliance International First-to-Market with ATM Data Breach/Sticker Suit Protection Program *PAI SecureSM ATM to Launch at ATMIA U.S. Conference*

LOUISVILLE, Ky., Feb. 28, 2012 – [Payment Alliance International \(PAI\)](#), a leading provider of electronic payment processing and information solutions, will launch PAI SecureSM ATM, the industry's first-ever indemnification coverage program encompassing Payment Card Industry (PCI)-related data breaches at ATMs, fee notice sticker suits and legal fees, to attendees at the [ATMIA \(Automated Teller Machine Industry Association\) U.S. Conference](#) on Feb. 29, 2012 in San Antonio.

The PAI Secure ATM program is unique because it covers expenses and/or fines associated with ATM data breaches and sticker suits, plus provides information on how businesses can bring their locations into compliance with the [Electronic Funds Transfer Act](#) (ATM sticker suits). PAI manages the nation's largest fleet of ATMs via a partner network of agents and market representatives, and has developed this one-of-a-kind program, which includes ATM best practices and security measures, to help provide protection against these unforeseen business exposures.

John J. Leehy, III, president and chief executive officer of Payment Alliance International, states, "We have seen firsthand how the financial impact of sticker suits and security breaches can literally shut down an unprotected business. We developed the PAI Secure ATM program to provide new and existing customers financial protection from costly lawsuits and fines." Leehy further states, "Our clients turned to us for help in addressing the recent onslaught of frivolous lawsuits that plagues our industry. We are pleased to be first-to-market with a sensible and affordable business solution to this important issue."

With the launch of the PAI Secure ATM program, participating distributors and ATM owners will be protected with indemnification coverage for expenses and fines associated with ATM data breaches, sticker lawsuits and legal fees. The program is available for distributors to resell under their own brand, and ATM processing through PAI is not required.

For more information about PAI Secure ATM, please text STICKERSUIT to 56687, telephone 877.271.2627, send an email to ATMSales@GoPAI.com or visit the PAI booth (#609) at the [ATMIA U.S. Conference](#) on Feb. 29 through March 2, 2012 at the Grand Hyatt in San Antonio.

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 "Independent Sales Organization (ISO) of the Year" by the [Electronic Transactions Association \(ETA\)](#). We are the nation's largest deployer of ATMs, and provide ATM processing and maintenance services, ATM equipment sales and support, and ATM branding programs. We also provide 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](#).

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