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## **Payment Alliance International Helps River City Bank Expand with Branded ATMs at Louisville Area Rite Aid Stores**

**LOUISVILLE, Ky., Nov. 25, 2013 (Business Wire)** -- [Payment Alliance International \(PAI\)](#), a leader in retail ATM solutions, and hometown [River City Bank](#) announced today they have entered into an agreement to brand ATMs located in select [Rite Aid](#) stores in the greater Louisville, Ky. area. PAI will own and operate the ATMs which will be outfitted with River City Bank branding. River City Bank customers will have surcharge free ATM access to cash at select Louisville Rite Aid store locations beginning late December 2013.

Both PAI and River City Bank are headquartered in Louisville, Ky. PAI operates one of the largest ATM networks in the United States, with ATMs at more than 60,000 retail locations across the country. As part of the network, the Company provides ATM services for approximately 1,500 Rite Aid locations nationwide. With the addition of Rite Aid ATM placements, River City Bank is able to expand their hometown footprint without significant expense.

"It's always a good thing when you can do business right here at home with another local company," says Gregory W. Mercer, senior vice president for PAI. "We are happy to have the opportunity to help River City Bank expand its local banking footprint at select Louisville area Rite Aid stores."

David Hobbs, president of River City Bank states, "Being a hometown bank means providing convenient services where our customers live and shop. Our partnership with PAI extends our reach while exemplifying our commitment to this fundamental principal." Hobbs adds, "We are pleased to bring surcharge-free ATM access to our loyal customers at select Rite Aid stores in the greater Louisville area."

### **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. 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](#).

### **About River City Bank**

River City Bank, Louisville's "Best Choice" for banking, is a locally owned community bank serving the Louisville area since 1986. The Bank prides itself in building strong relationships with customers and the community with a hometown focus, while offering flexible and competitive bank products to meet borrowing and deposit needs. For more information, please visit <http://www.rivercitybankky.com>.

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