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Tennis Industry Association Partners with Payment Alliance International

PAI to Offer Merchant Services to TIA Membership

LOUISVILLE, Ky., Nov. 18, 2014 (Business Wire) – [Payment Alliance International \(PAI\)](#), a leader in electronic payment processing solutions, has been selected by the [Tennis Industry Association \(TIA\)](#) as a strategic partner for merchant processing services. More than 700 TIA member companies, organizations and tennis businesses, including leading manufacturers, now have access to a full suite of innovative and cost-effective merchant services and solutions.

“We are excited about the opportunity to partner with the TIA and its membership,” says John J. Leahy III, president and chief executive officer for PAI. “Member organizations taking advantage of the TIA/PAI partnership can tap into best-in-class payments technologies and services that lower operating costs, increase profits and enhance operational efficiencies.”

“Merchant processing products and services are highly valued by our membership,” states TIA Business Manager Brian O’Donnell. “We are happy to endorse PAI as our preferred vendor. The partnership makes superior payment solutions available to our membership, which significantly helps our efforts in promoting the growth of tennis and the economic vitality of the industry,” adds O’Donnell.

About Tennis Industry Association (TIA)

The Tennis Industry Association (TIA), the not-for-profit trade association for tennis, is THE unifying force in the tennis industry whose mission is to promote the growth and economic vitality of tennis by working closely with the U.S. Tennis Association and industry partners to develop and implement initiatives to increase tennis participation and improve the health of industry businesses. Core TIA activities include producing more than 70 research reports annually on participation and consumer/trade research, in addition to grow the game initiatives such as PlayTennis.com, Youth Tennis, the GrowingTennis System™, Tennis Welcome Centers, Cardio Tennis, Careers in Tennis and Tennis Tune-Up Campaign. For more information, please visit TennisIndustry.org or call 866.686.3036.

About Payment Alliance International (PAI)

Payment Alliance International (PAI) is one of the nation’s largest deployers of ATMs, 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 or follow us on [Facebook](#) and [Twitter](#).

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