



FOR IMMEDIATE RELEASE

TransFirst[®] and ProfitPoint Announce Partnership

DALLAS (February 10, 2010) — [TransFirst](#), a leading provider of transaction processing services and payment enabling technologies, and ProfitPoint, Inc., an industry leader in the stored-value space, announce a strategic partnership agreement.

Under this arrangement, ProfitPoint will offer its customers access to TransFirst's state of the art processing services in conjunction with ProfitPoint's gift and loyalty card solutions, direct mail & email marketing programs, card design & production services, and merchandising tools available by way of its gift card store at www.SellMoreGiftCards.com.

“TransFirst is thrilled to enter into a relationship with ProfitPoint said Steve Rizzuto, President, Independent Sales Services for TransFirst. “ProfitPoint's prepaid services coupled with our specific set of tools on the credit & debit side will enhance our collective merchant's enterprise value. Through the partnership we anticipate exploring a variety of initiatives through which our mutual clients will enjoy substantial benefit”.

Commenting on the announcement, Vaden Landers, CEO at ProfitPoint said “this partnership with TransFirst confirms first and foremost, our on-going commitment to provide a variety of payment processing alternatives to our client base. Further, it emphasizes our focus on developing key partnerships with respected industry players like TransFirst, where our collective strengths can be leveraged to deliver significant value to the business owners that trust us to handle all forms of electronic payments at the point-of-sale.”

For more information about TransFirst's Merchant Services, please call 1-800-669-7228 or e-mail ISSsales@TransFirst.com.

About ProfitPoint, Inc.

ProfitPoint, Inc. is a leading provider of gift and loyalty card services to the small to medium sized merchant community. Recognized by Inc. Magazine's list of 500/5000 fastest growing private companies for two consecutive years, ProfitPoint ranked No. 59 in the US in 2008 and No. 23 in Pennsylvania in 2009. With its corporate headquarters near Philadelphia, PA, and customer care center in Franklin, TN, ProfitPoint supports its gift and loyalty cards with real-time electronic transaction processing, customizable reports, point-of-purchase marketing tools and direct marketing services. ProfitPoint specializes in the design and production of custom gift and loyalty cards, software capability and merchant education to meet each client's needs. Now serving more than 25,000 merchant locations nationwide, ProfitPoint produces over fifteen million cards per year and does more than 20 million stored value transactions on its proprietary gift and loyalty card platform. www.profitpointinc.com

About TransFirst

A leading provider of secure transaction processing services and payment enabling technologies, [TransFirst](#) offers innovative products and services designed with financial institution, independent sales organization, healthcare, eCommerce, government and merchant customers' unique needs in mind. By collaborating with our customers and utilizing strong industry knowledge, we help them grow their businesses. Founded in 1995, TransFirst continues to attain significant market share and world-class expertise in growing and profitable industry segments. Built on a platform of personal service, customer commitment and flexible pricing, TransFirst is headquartered in Dallas, Texas, and has operations facilities in Aurora, Colo., Louisville, Colo., Omaha, Neb., Kansas City, Kan., and executive headquarters in Hauppauge, New York. Company-wide, TransFirst currently processes approximately \$30 billion in annual sales volume for more than 175,000 merchants and more than 1,000 financial institutions. TransFirst can be reached at 1-800-745-2659 or at www.TransFirst.com.

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