



First In Secure Electronic Payments

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TransFirst® and Professional Data Services, Inc. (PDS) Launch Strategic Alliance Bringing Payment Processing Solution to PDS Cortex™ System

- Essential credit card and ACH processing services added to PDS Cortex™ practice management system through collaborative effort.

DALLAS and HUTCHINSON, Kan. (April 14, 2008) — TransFirst Health Services, Inc., a wholly-owned subsidiary of TransFirst Holdings Inc. and leading provider of payment enabling technology and credit card processing services, and Professional Data Services, Inc. (PDS), an acknowledged leader in the healthcare community developing medical practice management software since 1973, have launched a new strategic alliance incorporating credit card and ACH processing services within the PDS Cortex™ system. The fully-integrated payment processing service allows healthcare providers to enter and process credit card and ACH payments through the PDS Cortex™ practice management software. Through TransFirst's proprietary payment gateway, TRANSACTION CENTRAL™, PDS Cortex™ connects, submits, and receives real-time transaction responses providing improved efficiency, security, and cost-effectiveness.

Operating a single management application, PDS' clients will no longer need third-party equipment or software to process electronic payments. Consolidation of applications and equipment greatly simplifies the often time-consuming task of accepting co-pays and post-adjudicated patient balances. This new service reduces the time it takes to process payments using high-speed connection to the TRANSACTION CENTRAL™ gateway, automatically records the payment to the patient records and audit reports after approval, and automatically generates a patient receipt in a swift sequence of actions, requiring minimal human interaction. The program provides the benefits of reduced costs by no longer requiring the maintenance of dedicated phone lines and stand-alone POS equipment, added tools to help providers collect patient responsible balances, and reduced opportunity for errors via thoroughly designed system automation.

The referral program also provides users with manual and automatic recurring payment processing to help assure collection of patient balances, multiple Web-based portal applications

to aid in the reconciliation and accounting processes of the provider, as well as 10+ customizable reporting options accessible through the TRANSACTION CENTRAL™ virtual terminal.

When asked about the new payment processing services, Jim Harders, Vice President of Development at PDS, said “We chose TransFirst as our payment processing partner because of the suite of services they could offer our medical clients. Our clients are now able to process all credit card, debit card, and ACH transactions and receive real-time transaction responses directly in our software application, without needing to use separate POS software or credit card terminals. Transactions are processed much quicker and are posted to varying records in our application automatically, reducing a number of steps and saving a significant amount of time for our software users.” Jim further explains, “We have worked in a collaborative effort to develop this new functionality in our application, to design and create professional, co-sponsored marketing collateral, and to devise a strategy in which we market this product to our clients --- all significant improvements compared to our previous payment processing program. The decision to go with TransFirst was heavily weighted due to TransFirst’s sales and marketing expertise, where we decided to engage TransFirst’s experienced Provider Consultants with our clients to provide in-depth consultations and payment processing comparisons. This comprehensive partnership is exactly what PDS required, and exactly what TransFirst delivered.”

“Increase cash flow, reduce receivables, reduce costs, increase efficiency --- goals frequently shared with our team by clients and software application developers in healthcare specialties that need technological improvements in response to the shift towards private pay,” says TransFirst Health Services President, Christy Corey. “TransFirst Health is proud to be known as an innovative and progressive partner for companies like PDS, combining our independent strengths in an industry that has not reached the level of commerce technology needed to meet the growing requirements of today’s healthcare provider. The expertise PDS and TransFirst have in our respective businesses is clearly unparalleled, and the resulting referral program and service offering is the outcome of detailed collaboration and custom-designed functionality built specifically for the most demanding healthcare provider. I’m very proud to be partnered with PDS, an organization that recognizes the need for commerce improvement like we do at TransFirst.”

About PDS

A pioneer and leader in the field, Professional Data Services, Inc. (PDS) has been developing medical practice management software since 1973. PDS Cortex™ is the result of more than 30 years of exacting, ongoing research and innovative programming developed specifically for the single office provider or multiple location group practice. Hundreds of medical offices from Oregon to Florida rely on PDS for dramatic efficiencies, cost savings, and optimal reimbursement through a suite of essential products and services for the healthcare provider. PDS can be reached at 1-800-283-7543 or at www.PDSCORTEX.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, health care, 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 Louisville, Colo., Omaha, Neb., Kansas City, Kan., Melville, New York and Milwaukee, Wis. Company-wide, TransFirst currently processes approximately \$30 billion in annual sales volume for more than 160,000 merchants and more than 1,000 financial institutions. TransFirst can be reached at 1-800-745-2659 or at www.TransFirst.com.