



First In Secure Electronic Payments

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TransFirst® Earns Multi-Year Contract Extension from Michigan Retailers Association

DALLAS (Oct. 28, 2008) – [TransFirst](#), a leading provider of credit card processing services and payment enabling technologies, has extended its contract with the [Michigan Retailers Association](#) (MRA) to provide secure payment processing solutions to the association’s 5,500 members and their 12,000 locations, as well as the Association’s growing network of other state retail associations.

Through the agreement, TransFirst provides Michigan Retailers Association members and affiliates with [TRANSACTION CENTRAL™](#), a Web-based centralized payment processing system that performs local and national processing 24/7, and [TransLink](#), a comprehensive Web-based reporting system and management tool, delivering 24/7 access to a variety of merchant services and merchant bankcard solutions. MRA members benefit from TransFirst’s dedicated support teams, competitive pricing and 24/7 Merchant HelpDesk. The Association benefits from TransLink’s portfolio reports and TransFirst’s hands-on approach, including direct access to executives and full responsibility for MRA’s portfolio liability.

“TransFirst is pleased to continue serving the Michigan Retailers Association and its members and affiliates,” said [John Shlonsky](#), president and chief executive officer for TransFirst. “In collaboration, MRA seeks industry leading solutions that save its members’ time, money and helps them grow their businesses in competitive markets, and TransFirst is dedicated to enabling these advantages with secure innovative technology.

“At MRA, we are dedicated to providing our members with profit-boosting services and our contract extension with TransFirst aids us in delivering upon this commitment,” said [James P. Hallan](#), MRA president and chief executive officer. “MRA recognizes the solid team at TransFirst and their commitment to serving our members through excellent customer service and

superior technology options, and we look forward to working together to grow and expand MRA's services to more retailers across the region.

TransFirst has been working with Michigan Retailers Association since 2004. TransFirst serves traditional and non-traditional merchants and offers comprehensive, secure payment processing solutions for financial institutions, independent sales organizations, healthcare and government. For more information about TransFirst's Merchant Services, please call 1-800-669-7228 or e-mail ISSsales@TransFirst.com.

About Michigan Retailers Association

The [Michigan Retailers Association](http://www.michiganretailers.com) is the unified voice of retailing in Michigan and the nation's largest state trade association of general merchandise retailers. MRA's 5,500 retail business members operate more than 12,000 stores across the state. It also provides processing services to a growing network of other state retail associations, including Florida, Virginia and Indiana. Michigan Retailers Association can be reached at 1-800-366-3699 or at www.retailers.com

About TransFirst

A leading provider of secure transaction processing services and payment enabling technologies, [TransFirst](http://www.transfirst.com) 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 160,000 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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