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Payment Alliance International Announces PAIWebstore.com Launch *Site provides superior online customer shopping experience for ATM/POS parts and supplies*

Louisville, KY., July 18, 2011 –[Payment Alliance International \(PAI\)](http://www.PaymentAllianceInternational.com), a leader in electronic payment processing solutions and the [Electronic Transactions Association's \(ETA\)](http://www.ElectronicTransactionsAssociation.com) 2011 "ISO of the Year", is pleased to announce the launch of the totally redesigned www.PAIWebStore.com site, the company's ATM/POS parts and supplies web store. The new site provides a very streamlined and easy-to-use interface allowing customers to search, purchase, and track a wide variety of ATM/POS parts and supplies, as well as ATM part repairs using several forms of payment. To celebrate the launch, Payment Alliance International is running a summer-long contest whereby every customer who purchases an item from the **PAIWebStore** is automatically entered to win weekly drawings for a variety of the most-popular items from the online store. The contest ends September 5, 2011 with a grand prize drawing for a trip for two to Las Vegas, NV. Contest restrictions and details can be found at the www.PAIWebStore.com.

Neil Clark, senior vice president of Payment Alliance International, states, "We proactively included our clients as part of the [PAIWebStore.com](http://www.PAIWebStore.com) redesign and asked for their input long before we began making the first change. We listened to their suggestions, created an action plan, and kept the end user in mind when developing the site enhancements." Clark adds, "This is the first of several phases we plan to launch as a result of the input we received. Our goal is to give our customers the best online shopping experience possible...like no other in the payments industry."

The new graphical interface provides a much more modern look for easy navigation of the site, a one-page checkout process, and the ability to securely store credit card information for future purchases. Other highly-requested features launched include "blind shipping" options, the ability to view whether items are on back-order, as well as Return Merchandise Authorization (RMA) functionality where parts repairs can be easily ordered and monitored for repair status. Additional site enhancements will be launched in the near future.

About Payment Alliance International (PAI)

Payment Alliance International is a leading provider of payment processing solutions for businesses nationwide and has been recognized as the 2011 "ISO of the Year" by the Electronic Transactions Association (ETA). We are the world's largest deployer of ATMs and provide ATM processing and maintenance services, ATM equipment sales and support, and ATM branding programs. We also provide comprehensive payment solutions including credit, debit, and prepaid card acceptance services, RDC and check processing, mobile payments and eCommerce solutions...all designed to maximize customer success and make business easy. Payment Alliance International is based in Louisville, Ky., with offices in West Palm Beach, Fl., Jackson, Miss. and Billings, Mont. For more information, please visit www.GoPAI.com.