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FOR IMMEDIATE RELEASE

## **TransFirst Celebrates 15-Year Company Anniversary**

Hauppauge, New York (June 1, 2010) –TransFirst<sup>®</sup>, a leading provider of secure payment processing services, is proudly celebrating the 15th anniversary of its founding. Since its inception in May 1995, TransFirst has grown steadily to become an industry leader, driven by a combination of state-of-the-art technologies, in-depth industry knowledge and innovative business strategies.

“TransFirst has unlimited potential for continued growth in the years ahead,” says John Shlonsky, TransFirst’s president and CEO. “I firmly believe that the most successful businesses in the decade to come, in what will undoubtedly be a dynamic and unpredictable economy, will be those that actively and continuously adapt to the needs of their customers. This is at the center of TransFirst’s mission, and our team members know that their dedication to delivering best-in-class service will take the company to new levels of success.”

With a corporate mission built on the pillars of trust, innovation and collaboration, and by following a core strategy of focusing growth on the industry’s most attractive and lucrative sectors, TransFirst has become one of the top 15 providers of payment processing services as ranked by *The Nilson Reports*. TransFirst’s services and solutions include bankcard processing, merchant cash advance, ACH processing, multiple point-of-sale and network connection options, and data breach insurance. The company offers a comprehensive suite of secure, cutting-edge payment processing products, services and programs designed to meet the special business needs of merchants, financial institutions, independent sales organizations, resellers and other partners. Additional products and services are in development that will interface with emerging technologies, including mobile devices and expanding wireless broadband coverage.

TransFirst’s nearly 800 employees participate in a corporate culture that empowers them to contribute ideas for ongoing enhancement of the customer experience, and encourages them to continue their personal and professional growth through such avenues as the groundbreaking TransFirst University training program. This atmosphere fosters a deep sense of accountability among employees, challenging them to invest in their work at the highest levels and take ownership of the company’s ideals and output.

“I’m very proud of TransFirst’s success to this point, but we’re not resting on our laurels,” says Shlonsky. “The way forward will include continued dynamic investment in our people, our products and our service offerings as we strive to become the go-to provider in our industry. I look forward to the exciting developments we’ll be talking about at TransFirst’s 20th anniversary celebration in 2015.”

**About TransFirst ([www.TransFirst.com](http://www.TransFirst.com))**

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, e-commerce, 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 Hauppauge, N.Y., and has operations facilities in Aurora, Colo., Louisville, Colo., Omaha, Neb., Kansas City, Kan., and executive headquarters in Dallas, Texas. 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. For additional information, please call 1-800-745-2659 or visit [www.TransFirst.com](http://www.TransFirst.com).

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