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Diamond Mind Celebrates 10 Years of Focused Service

The leading electronic payment provider to Independent Schools is excited to announce that 2013 will mark the 10 year anniversary for the company. Started in 2003 by Katherine Novikov, Diamond Mind, Inc has grown into one of the fastest growing payment service providers in the independent school industry.

POTOMAC, MD January, 23, 2013: Diamond Mind celebrates its 10th year of successful service to the independent school community in 2013. Diamond Mind had humble beginnings when Founder and CEO, Katherine Novikov, was its only employee and functioned as its sole executive, sales manager AND client services representative.

While describing Diamond Mind's genesis, Ms. Novikov stated, "I always saw myself as an entrepreneur and even as a child was "drumming" up ways to repackage and sell such things as ferns from the woods or apples from an untended orchard. As an adult working in the corporate world, the drive to transform "something" in a meaningful and value-adding way persisted. I needed the freedom and space to make a long-term commitment to clients and to sustain a FOCUS on them. I needed to create something of my own. And that "something" had to be recognized for performance excellence - and be truly worthy of my life's energy."

From a "start-up" with \$0 income to \$15 million in revenues in less than ten years, Diamond Mind has changed the payment processing game. With over 800 client schools, Diamond Mind has a strategic growth plan to reach 3,500 schools for an annual revenue of \$50 million in five years – without sacrificing the intensive client service focus upon which its reputation, and success, were built.

Diamond Mind's unique service offerings require a steadfast fixation on understanding its clients' individual needs. Diamond Mind's reputation for performance excellence within this unique arena has allowed it to grow a client base of over 800 independent schools in 45 states – with a 788% growth rate over just the past three years. Notably, and due to high-touch, user-friendly services and seamless support, Diamond Mind's client retention rate is 98% in an industry where less than 60% is commonplace. Diamond Mind has built its organization exclusively through its reputation – a hard-earned, and fiercely protected, reputation for honesty, transparency, and dedication to independent schools.

When asked to identify the most important lesson Katherine has learned from growing Diamond Mind, from infancy to its toddler stage, Ms. Novikov replied, "The most critical lesson is the importance of FOCUS - unwavering commitment, discipline and willingness to sacrifice for clarity in positioning, products and services. We purposely and singularly focus on providing stellar services to the independent school market – only."

About Diamond Mind, Inc.

Diamond Mind is the nation's leading provider of electronic payment services and technology to over 800 independent schools in 45 states. Diamond Mind is devoted to helping school business managers consolidate and streamline payments campus-wide to reduce costs, minimize risk and improve the payment experience for parents and the business office. Diamond Mind maintains direct relationships with the four major card brands, global financial institutions, leading technology vendors, and business officer associations. As a result, Diamond Mind is authorized to create cost effective solutions for online giving, tuition, admissions, bookstore, summer programs and purchasing card. Diamond Mind was founded in 2003 and is headquartered in Potomac, MD.

For more information about Diamond Mind, please visit our website at www.diamondbmindinc.com.

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