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## **TRUiST Acquired by FrontStream Holdings, Connects Nonprofits and Corporations through Philanthropy**

*TRUiST's corporate giving platform set to grow with backing of new parent company*

Washington, DC – February 28, 2014 – TRUiST, Inc. has been acquired by FrontStream Holdings, LLC (dba FrontStream Payments), a leading provider of payment, peer-to-peer fundraising and donor solutions.

The acquisition of TRUiST signifies another major step FrontStream has taken to further diversify their suite of tools that serve nonprofit organizations and those that support charitable causes. Last year, FrontStream announced the [formal establishment of their NonProfit Division](#) which currently houses three of their uniquely nonprofit focused brands; FirstGiving, Artez Interactive, and GiftWorks.

Headquartered in Washington, DC, TRUiST provides a best-in-class online corporate philanthropy platform that allows companies to measurably increase participation in their giving, matching, and volunteerism programs. The company carries out its mission through the development of a multitude of solutions that empower businesses of all sizes to optimize fundraising efforts. Businesses that are interested in creating or enhancing a corporate philanthropy program can very easily take advantage of a variety of solutions that facilitate campaign management, automatic payroll deductions, direct donation campaigns, volunteer management, corporate matching, and disaster response programs.

As a combined entity, FrontStream and TRUiST will leverage the strength of their applications and their teams to offer the most comprehensive set of fundraising and donation processing solutions available to corporate entities and nonprofit organizations.

“As we continue to grow, we have made every effort to ensure that our suite of tools is comprehensive enough to address the needs of any of our clients or partners; regardless of size, budget or industry,” states Nina Vellayan, President and Chief Executive Officer of FrontStream. “TRUiST’s corporate philanthropy platform provides the perfect bridge between our corporate merchant audience and our nonprofit clients.”

FrontStream now serves as the parent company of TRUiST but will continue to maintain and grow the strength of the TRUiST brand. Corporate social responsibility (“CSR”) has been at the core of TRUiST’s operations since inception and TRUiST has an established and respected reputation as a key partner in developing effective employee engagement programs. Subsequently, keeping the TRUiST name alive is an integral part of the overall growth strategy of the larger company.

As Bill Horne, TRUiST’s Chief Executive Officer, states, “TRUiST is a great addition to the FrontStream family in that we ultimately support nonprofit causes by appealing to a corporate audience. FrontStream is the first company to recognize the benefits of working on behalf of the corporation and the nonprofit to deliver solutions under one roof serving the full spectrum of constituents which will provide outstanding reach and growth opportunities to a highly diversified client base.”

FrontStream is backed by a group of investors led by Arsenal Capital Partners, a leading New York-based private equity firm with over \$1.6 billion of committed capital under management.

For more information about TRUiST's corporate philanthropy packages, visit the company's website at: [www.TRUiST.com](http://www.TRUiST.com)

To learn more about FrontStream's products and services, go to:

<http://frontstreampayments.com/Productsservices.aspx>

For more information about Arsenal Capital Partners, go to:

<http://www.arsenalcapital.com>

#### About TRUiST

TRUiST provides an industry-leading corporate philanthropy platform that enables organizations to drive increased participation in giving, matching, and volunteerism programs to measure a local or global return on philanthropic investing. TRUiST's experienced team supports organizations looking to manage, grow, and measure results from their CSR programs, improve the accuracy and speed in moving donor dollars, measure outcomes and save time on administrative tasks through advanced reporting and analytics. Visit [www.TRUiST.com](http://www.TRUiST.com) to learn more.

#### About FrontStream Holdings

FrontStream Holdings, LLC is a multi-national provider of integrated back-end merchant solutions and robust front-end payment and donation management products. The company has well-established client relationships in virtually all business sectors and a strong partnership presence in the B2B, Nonprofit, Education, Automotive, Energy, and Hospitality industries. Offerings include turnkey solutions that enable clients to increase revenues through POS, mobile, in-person and web acceptance of ACH eChecks and credit/debit cards. The company is headquartered in Reston, VA and has offices in Franklin, TN, Lacey, WA, Boston, MA, Lancaster, PA, Toronto, ON and West Melbourne, VIC, Australia.