

PRESS RELEASE



CoCard and Xpress-pay Form Alliance to Deliver New Services and Solutions to Merchants

Combining Processing Capabilities with Flexible ePayment Software, CoCard and Xpress-pay Look to 2015 as a Year of Accelerated Growth

Cortland, New York, April 7, 2014 – Systems East, Inc., owner/operator of Xpress-pay.com, announced today that it has joined forces with CoCard Anderson to expand their respective networks and deliver enhanced solutions to merchants and consumers next year. About the new partnership, James Buttino, President of Systems East said, “By combining the straightforward approach to acquiring that CoCard members embody with the merchant-centric ePayment solutions we offer, 2015 promises to be an exciting year for both organizations.”

Andrew Anderson of CoCard added, “We are very excited about working with Systems East. Their products are a natural fit for our unique model, and they bring great value to a segment which has demonstrated a need in this area.”

The partnership is the result of discussions between Mr. Anderson of CoCard Anderson and Dick Scheutzwow of Xpress-pay. Now that the deal is finalized, the parties are expanding the effort to include the seventy-nine branches that comprise the CoCard national brand. Participating merchants will process transactions through CoCard’s merchant acquiring operation, using the Xpress-pay software as the consumer interface for bill presentment, capturing payments, and reconciliation. Once enrolled, merchants will gain access to the full array of Xpress-pay online, IVR, and mobile wallet products. This ensures that every transaction is routed through one place, regardless of how many merchant accounts the client establishes.

Moving forward, both organizations will also be collaborating to expand their operations in the lucrative, yet still widely untouched emerging market sectors. Since verticals such as insurance, government, and utilities have yet to adopt ePayments on the scale seen in the retail sector, they are ideal candidates for this joint venture.

Since 2005, Xpress-pay has been working with merchants in over thirty markets, delivering highly customizable solutions, and leading to considerable annual growth. Mr. Anderson said, “The recurring payment products that Xpress-pay brings to our table are very exciting. This relationship opens several market segments to us, and offers a long-term, dependable value to those unique clients.”

To further enhance the merchant experience, the partners took the extra step of integrating the backend of Xpress-pay with the TransFirst gateway. The direct connection avails sales personnel and merchants to the numerous features offered by the gateway. This also increases the number of Xpress-pay gateway integrations to thirteen.

Mr. Buttino closed the discussion by saying, “We attribute much of our success to discovering our customers’ challenges, and providing branded, professional solutions to alleviate them. We feel CoCard embraces the same customer-first approach, and that’s one of the many reasons that we are optimistic about the future mutual potential.”

About CoCard

COCARD Marketing LLC is a unique company that was organized by ISO's, is owned and managed by ISO's, for the benefit of the individual ISO. Our mission is to provide a pathway for ISO's and agent resellers to maximize individual business strategies within the payment processing arena. By collectively pooling our resources and brain trust our goal is to enhance the overall economic return for all members.

About Systems East, Inc. & Xpress-pay:

Systems East has been a leading provider of finance and collection software since 1981. In 2005, Xpress-pay.com began providing online payment solutions, adding touchtone telephone payments in 2007. Xpress-pay Mobile was added to their ePayment product suite in 2011.

Xpress-pay now provides the payment/donation platform for a variety of businesses and organizations across the U.S. and elsewhere. Regardless of the payment channel, all payment, reporting, and administrative functions are delivered through a single, secure, user-friendly platform.

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