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**FOR IMMEDIATE RELEASE**

**First American Payment Systems Refreshes Brand to Reflect Expertise in Payment Technology**

*The Refreshed First American brand will be unveiled at the ETA Transact event in Las Vegas*

**Fort Worth, Texas** – May 8, 2017 – First American Payment Systems, a leader in the payment processing industry, has announced a refreshed brand logo and new company tagline to reflect its comprehensive suite of payment solutions built on advanced and proprietary payment technology.

The new tagline, Technology Driven Payments, will appear with the new logo and will be unveiled at the annual ETA Transact event in Las Vegas from May 10-12. In addition, the newly refreshed brand can be viewed on the company website and social media channels.

Over the past several years, First American has significantly invested in payment technology and platforms that allow for customized payment solutions to merchants, sales partners and payment integration solutions for software companies. The latest product enhancement, a refreshed and robust 1stPayPOS tablet point-of-sale solution, will be available in the coming weeks and also previewed at the Transact show.

"This is a really exciting time for First American and our customers and partners," said Neil Randel, CEO of First American Payment Systems. "We are announcing our refreshed brand and tagline to reflect the advanced payment solutions we offer in the marketplace from in-store, mobile, online, integrated solutions and more. We have invested significantly in our technology over the years in order to provide our merchants and partners solutions to their payment problems. We know the answer is technology and we have grown the business based on that foundation."

To see the new brand logo and tagline, visit [www.first-american.net](http://www.first-american.net).

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**About First American Payment Systems**

First American Payment Systems, L.P., based in Fort Worth, Texas, is a BBB Accredited payment processor, with over 25 years of experience that provides comprehensive electronic transaction processing services for more than 140,000 merchants throughout the United States



and Canada. In addition to credit, debit, and EBT card processing, First American offers a complete line of proprietary business solutions, including 1stPayPOS<sup>®</sup> tablet-based point-of-sale system, 1stPayMobile<sup>®</sup>, Secur-Chex<sup>®</sup> check services, FirstPay.Net<sup>™</sup> e-commerce solutions, and Velocity Payments government solutions. For more information, visit <http://www.first-american.net>. "1stPayPOS," "1stPayMobile," and "1stPayBlaze" are trademarks of 1stPayGateway, LLC.