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**FOR IMMEDIATE RELEASE**

**First American Launches Intuitive, Robust POS Technology for Merchants**

*Merchants can access a full suite of business tools and integrated payment technology*

**Fort Worth, Texas** – January 8, 2018 – First American, an industry leader in payment technology, launched the 1stPayPOS® Pro, a new, more powerful tablet-based POS system. The cloud-based, Android POS system was developed to accelerate a merchant’s growth and provide an exceptional customer experience while minimizing the time spent on day-to-day tasks. The customizable POS provides multiple forms of payment acceptance, analytics, inventory management, time management, business tools and advanced payment security.

Built for restaurants, retail and service businesses, the 1stPayPOS Pro allows merchants more time to focus on growing and evolving their business while efficiently managing daily operations. The 1stPayPOS Pro provides multiple integrated payment options so that customers can pay the way they prefer, including EMV®, digital and mobile payments such as Apple Pay® & Android Pay™. In addition to payment acceptance, the POS solution provides business management tools to help merchants significantly grow their business leveraging data and analytics, real time reporting, customer insights, inventory management, and more.

“Our goal is to provide merchants with the most powerful business tools to run and grow their business, backed by the most advanced, secure payment technology,” said Neil Randel, CEO. “The new 1stPayPOS Pro delivers business owners the technology and tools needed to remain relevant and competitive within their market. It allows for continued growth, engaging customer experiences and secure payment technology. Merchants can rest assured that our robust POS solution will make their lives easier and in turn, increase customer acquisition and loyalty.”

In addition to powerful business management tools, a new marketplace with value-added business applications, including marketing and loyalty programs, will be launched in the coming months. Merchants will be able to not only run day to day operations, but will be able to leverage the data from the system to create new revenue-driving programs easily from the 1stPayPOS Pro and the forthcoming marketplace. The intuitive and modern 1stPayPOS Pro is backed by 24/7 customer support.

For additional information about the new 1stPayPOS Pro, visit: <http://www.1stpaypos.com>.

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### **About First American Payment Systems – Technology Driven Payments**

First American Payment Systems, L.P., based in Fort Worth, Texas, is a payment technology company providing leading integrated payment solutions to over 210,000 merchants. With over 25 years of experience, First American provides partner and merchant payment solutions that include a robust set of in-store, online and mobile payment solutions paired with the latest in payment security, across a wide range of verticals. Backed by award-winning customer service, merchants and partners have access to our U.S. based Customer Call Center 24/7/365. For more information, visit <http://www.first-american.net>.