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FOR IMMEDIATE RELEASE

## **TransFirst<sup>®</sup> Introduces PayFox<sup>™</sup> Mobile Processing Application**

### *Initial Product Launches for iPhone*

Hauppauge, New York (April 28, 2011) – TransFirst<sup>®</sup>, a leading provider of [transaction processing services](#) and payment enabling technologies, is pleased to announce the launch of PayFox<sup>™</sup>, a mobile payment processing application that allows merchants to accept credit and signature debit card payments using an iPhone.

The application is available as a free download from Apple's App Store. PayFox can process Visa, MasterCard, Discover and American Express credit and signature debit cards. Merchants that have the iPhone 3G/3GS or iPhone 4 can use a cardreader that allows them to swipe customers' cards rather than key the card information manually. The application is incorporated into TransFirst's TransAction Central payment gateway.

“TransFirst is excited about the launch of PayFox, as it opens up a new sales market for our clients and a new way for our merchants to accept payments,” says Craig Tieken, director of product for TransFirst. “PayFox users will get the same flexible payment processing service and industry-leading support that all TransFirst merchants have come to expect. PayFox is just the first of many mobile products and services that we will be introducing; we are committed to building out a suite of best-in-class solutions serving the mobile payments arena.”

#### **About TransFirst ([www.transfirst.com](http://www.transfirst.com))**

A leading provider of [secure transaction processing services](#) and payment enabling technologies, TransFirst offers innovative products and services designed with financial institution, independent sales organization, healthcare, e-commerce, government and merchant customers' unique needs in mind. By collaborating with our customers and utilizing strong industry knowledge, we help them grow their businesses. Founded in 1995, TransFirst continues to attain significant market share and world-class expertise in growing and profitable industry segments. Built on a platform of personal service, customer commitment and flexible pricing, TransFirst is headquartered in Hauppauge, N.Y., and has operations facilities in Aurora, Colo., Broomfield, Colo., Omaha, Neb., Overland Park, Kan., and executive headquarters in Dallas, Texas. Company-wide, TransFirst currently processes approximately \$30 billion in annual sales volume for more than 175,000 merchant locations and more than 1,000 financial institutions. For additional information, please call 800.745.2659 or visit [www.TransFirst.com](http://www.TransFirst.com).

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