



Donna Embry Joins Payment Alliance International

Industry veteran will help steer product development.

Louisville, KY – May 15, 2006 – Payment Alliance International, PAI, an emerging leader in the payment sector, announced today that Donna Embry has joined the executive management team. Donna will help steer product development.

Prior to joining PAI, Donna was EVP of International Card Establishment/Neos Merchant Solutions and oversaw operations and new product development. She has more than 39 years experience in the payments industry. Donna additionally served as the interim Director of Education for the Electronic Transactions Association (ETA), where she was instrumental in developing the curriculum for the ETA University (ETAU) General College introduction classes. She authored the first ETA publication, *The Encyclopedia of Terminology for the Acquiring Industry*. She still serves as an ETAU instructor and is active on the ETA education committee. Her prior executive positions include COO of TenderCorp, LLC; Senior Vice President of Product and Marketing for PaySys International; Executive Vice President of Product and Marketing for Vital Processing; Senior Vice President of Business Development for Financial Alliance, and Senior Vice President of Electronic Banking for PNC Bank as well as serving as Chief Operations Officer for PNC's former division, CFC Financial Services. In addition, she has served on the Board of Directors and as a rotating Chairman for the former KY based Quest ATM network. She has served on Boards for both Bridgehaven, a United Way organization, and Louisville based Ascension school. In October 2005, she was selected as the Greensheet's profiled industry leader. Donna has served on various Visa and MasterCard advisory and ad hoc committees and is a frequent speaker at various payment industry conferences. Donna holds a BA in Humanities/Foreign Language from the University of Louisville.

"Donna is a legend in our business," says John J. Leehy III, CEO of PAI. "Our entire team will benefit from her experience."

Donna will be based out of PAI's Headquarters in Louisville, KY.

About PAI

Payment Alliance International (PAI) is an emerging leader in the payment sector offering credit card and check processing as well as other services like ATM and analysis products. Created by leading payment executives, PAI is poised to become one of the fastest growing companies in America. PAI is based in Louisville, Kentucky.

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