



Payment Alliance International and DDS Announce Multi-Year Agreement

Louisville, KY – January 22, 2007 – Data Delivery Services, Inc. (DDS) and Payment Alliance International (PAI) have entered into a multi-year agreement for DDS to provide web-reporting and technology services to PAI's management, partners, and thousands of merchants. This relationship will allow PAI to consolidate information from multiple processor relationships into a single environment for reporting and analysis.

The new agreement would provide PAI merchants with a single access point to their processing statements, transaction history, and other pertinent acquiring information via the DDS secure web-reporting platform. PAI's management will also benefit from the use of the powerful DDS CRM (Customer Relationship Management) suite, which allows merchant portfolio data on PAI's multiple processor environments to be presented in single uniform location. DDS's CRM capabilities will allow PAI's operations staff to learn one system for managing merchant relationships from multiple front and back ends.

"DDS gives us that rare "daily double": The lost art of listening to and servicing a customer, combined with leading-edge technology that actually works. The project at hand to consolidate data from several processors utilized by PAI, to provide simple, friendly systems for our merchants, sales teams, and customer service department was daunting. DDS handled all of the details, providing the map to get it done, and welcomed our input to fill this need and exceed expectations," stated Michael Kopp, Senior Vice President PAI.

"We could not be more pleased to have PAI as a customer. Their management team have long been innovators and leaders in the merchant acquiring industry. Our relationship is reflective of PAI's goal to deliver the best technology and service to its partners and merchant customers and we look forward to providing great service," stated John Nix, Senior Vice President International Sales and Marketing of DDS.

PAI will immediately start utilizing DDS solutions.

About PAI

Payment Alliance International (PAI) is an emerging leader in the payment processing industry offering credit card, check processing, ATM network management, cash management and business information services. Created by leading payment executives, PAI has become one of the fastest growing companies in America. PAI is based in Louisville, Kentucky.

About DDS

Data Delivery Services, Inc. (DDS) provides third party technology to the payments industry. Founded in 2000, DDS has enabled its customers to realize over \$30,000,000 in top line revenue for their merchant portfolios while providing better security, risk and fraud management, more insightful customer service, credit underwriting and merchant boarding, and robust portfolio reporting to banks, ISOs, and merchants. DDS provides these services to over 1,000 banks and 750 ISOs representing 700,000+ merchants throughout the world. DDS is compliant with the following data security requirement standards: PCI, AIS, EU Data Protection, and EU Safe Harbor Framework. See more. Do more. For more information to see how DDS can serve your company's needs, please contact sales@dds-data.com or call us at (888) 302-0296.



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