



For Immediate Release

Date: February 4, 2009

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Washington, DC – The Electronic Transactions Association (ETA) today released to its member companies the first edition of a new *US Economic Indicators* report—a compilation of data from dozens of authoritative public sources accompanied by expert analysis from a payments industry perspective.

The report was developed jointly by ETA and The Strawhecker Group, an industry consulting firm based in Omaha, NE. It will be published quarterly and made available only to ETA members.

“US Economic Indicators was created in response to our members' need to for an accurate picture of what's going on in the entire economy, but in a form that's meaningful to their businesses, especially in this time of great uncertainty,” said ETA CEO Carla Balakgie. “It's data that would take many hours to compile from individual sources, with analysis that's not available elsewhere.”

The report covers macroeconomic data like GDP and consumer confidence, as well as microeconomic indicators such as retail same store sales and industry-specific data. It also includes both current data and historical trends for each indicator.

“Our goal in partnering with ETA to develop and produce *US Economic Indicators* was to present payment professionals with as complete a picture of recent economic developments as possible,” according to Kurt Strawhecker, managing director of The Strawhecker Group. “But rather than just present a multitude of data points out of context, we also have organized the data into logical, related groups and provided a payments-industry context wherever that is appropriate.”

Balakgie added that “while the first release of *US Economic Indicators* is very comprehensive, ETA and The Strawhecker Group will continue to adapt the report to reflect changes in the relative importance of various data points and to accommodate data developed specifically to meet the needs of ETA's membership.”

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Note: A limited number of review copies of the first release of US Economic Indicators will be made available by ETA to press representatives. Contact ETA Communications Director Tom Goldsmith to request a review copy.

About ETA:

The Electronic Transactions Association is an international trade association representing more than 500 companies who offer electronic transaction processing products and services.