



For Immediate Release

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Contact: Tom Goldsmith (202) 828-2635 ext. 206

ETA Adds to Online Educational Offerings

Washington, DC – The Electronic Transactions Association has added two new electronic courses to its ETA University Online program.

Introduction to Sales and Marketing is available for registration now and *Introduction to Operations* will open for registration on November 16, 2009. Both are interactive web-based courses developed from the classroom versions of the same name. They include 2 to 3 hours of instruction with video and text presentations and a final exam.

These courses, in addition to the *Introduction to Electronic Processing* course which launched earlier this year, provide a comprehensive foundation and understanding of the payments business, the roles and responsibilities of those who work in the industry, and the business processes involved in managing electronic payments.

This introductory series is appropriate for individuals entering the electronic payments industry or payments professionals who gained their experience and information on-the-job and want to expand their knowledge-base and advance their careers through more formalized education about the payments industry.

ETAU Online was launched in April 2008, with the release of *Sales Channel Development*. This distance learning program is designed to provide quality web-based educational products tailored to payments professionals. It uses a sophisticated learning management platform that tracks student progress and allows participants to proceed at their own pace for up to 90 days per course.

“Providing high-quality educational products is a core mission at ETA,” says CEO Carla Balakgie, “and these new online offerings are a significant addition to our course library. They represent a cost-effective alternative to in-person training and an excellent supplement to corporate training programs which naturally focus on the specific aspects of an individual company’s business. In today’s challenging business environment having ready access to quality education which provides a high return on investment is essential and we are pleased to provide that to the payments community.”

To learn more about ETA University, contact Rori Ferensic, ETA’s Director of Education and Professional Development, or visit ETAU Online at www.electran.org.

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About ETA:

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