



For Immediate Release

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Washington, DC – The Electronic Transactions Association (ETA) will conduct its first-ever **Investment Community Forum** in conjunction with the association’s Annual Meeting & Expo in Las Vegas, NV, on Tuesday, April 13, 2010.

“The payments business is getting more and more attention from investors of all types and levels, but it is more unique and complex than many other parts of the financial services industry” says ETA’s CEO Carla Balakgie. “At the same time, many executives in our field are not familiar with the investment side of financial services and what those opportunities represent for their company. The Investment Community Forum is designed to bridge that mutual knowledge gap”

Executives from leading payments companies will give investors a thorough grounding in the fundamentals of the industry and provide a look into the dynamics and technologies influencing the future and potential of electronic transactions. And representatives of investment companies already active in the payments business will describe what they believe to be the key opportunities and winning strategies for successful portfolio management in this arena.

The all-day event also will feature a keynote presentation by Collin Roche, Principal, GTCR Golder Rauner, LLC, who will discuss the changing nature of the industry, keys to success, potential pitfalls, and return expectations. GTCR has made successful investment forays in several payments industry companies. A networking lunch is included.

ETA’s **Investment Community Forum** is open to both investors and to executives from companies of all types in the payments value-chain. For registration or further information, visit 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.