

FOR IMMEDIATE RELEASE

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ETA Takes Certification Program Launch to Regional Acquirer Meetings

Washington, DC – The Electronic Transactions Association announced today that it will take part in upcoming meetings of regional acquirer associations in order to provide information on ETA's new Certified Payments Professional (CPP) program, and to encourage participation in the first examination administration this fall.

Representatives from ETA will make presentations at the Northeast Acquirers Association (NEAA) meeting June 14-15 in Ellicott City, MD and at the Midwest Acquirers Association (MWAA) meeting July 26-28, in Oakbrook, IL. Information sessions also are planned at the Southeast Acquirers Association (SEAA) meeting early in 2012.

"We look forward to having the opportunity to explain the benefits of certification to attendees of the regional association events," said ETA's Chief Executive Officer Carla Balakgie. "Their active participation and support will be integral to the long term success of the CPP program."

NEAA President Alan Forgione welcomed ETA's participation in the organization's summer meeting. "We're pleased that ETA will join us to talk about certification," he said. "We believe the Certified Payments Professional program is important for our industry and we want to make sure NEAA members have the opportunity to hear about the initiative and get answers to questions they may have."

"The MWAA is pleased to support the efforts of the new ETA CPP program and we're looking forward to the CPP educational session at our meeting in July," added Donna L. Ayers, president of the Midwest Acquirers Association, "especially its benefit for the ISO community and for our overall industry."

SEAA Board member and past president John McCormick also announced support for CPP. "Many in the industry have discussed certification for a long time," he said. "This will benefit the industry for years to come and SEAA looks forward to working with ETA to promote CPP

About ETA

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

and assist wherever possible to provide meaningful education and training that will help our participants achieve the certification.”

Applications for CPP certification will be accepted beginning September 1; initial CPP examinations will be administered by appointment throughout November 2011.

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