

**FOR IMMEDIATE RELEASE**

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## **ETA to Launch Certification Program for Payments Professionals**

Washington, DC. February 22, 2011 – The Electronic Transactions Association (ETA) announced today that it will launch the payments industry's first professional certification program before the end of 2011. The program, to be called the Certified Payments Professional™ (CPP), will focus on the knowledge and skills required for those involved in the sales and distribution of electronic payments-related products and services to merchants and businesses.

"The launch of the CPP program will be an important milestone for the payments industry and for ETA," said Carla Balakgie, CEO. "We've invested significant time and effort to establish the highest level of professional standards through this endeavor. We tapped all available resources, from a wide range of industry experts to certification program specialists, in order to ensure that those who earn the CPP credential, are truly qualified to receive the designation."

The objectives of the CPP program are to:

- Establish a uniform, defined standard of practice and knowledge for ISOs, sales personnel and others in the payments industry;
- Quantify the expertise and potential performance of those who work in the payments industry, for the benefit of both employers and customers;
- Encourage ethical business practices; and
- Enhance the productivity and reputation of payments companies and the credibility of the industry.

In addition to meeting minimum eligibility requirements, those who aspire to earn the CPP designation will first have to pass a rigorous examination that assesses their industry knowledge.

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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.*

ETA is developing the CPP program with assistance from Castle Worldwide, Inc., one of the nation's leading certification and licensure testing companies, to ensure that all facets of exam and program development result in a valid, reliable and credible industry credential.

Additional information on the target audience, the exam content outline, and other details of the CPP credentialing program is available at [www.electran.org/ CPP/](http://www.electran.org/ CPP/)

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