

**FOR IMMEDIATE RELEASE**

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## ETA to Conduct Second Investment Community Forum

Washington, DC – The Electronic Transactions Association will conduct its second *Investment Community Forum* (ICF) on May 10, in conjunction with its 2011 Annual Meeting & Expo at the San Diego Convention Center, the association announced today.

The full-day event brings together representatives of payment industry companies and companies from the financial sector seeking to learn about or invest in one of the most dynamic segments of the financial services industry.

“The *Forum* is designed as an opportunity for payments companies and the investment community to interact as a part of the ETA Annual Meeting, an unparalleled event where the entire payments universe is assembled,” said ETA’s CEO Carla Balakgie. “It’s an atmosphere that can’t be duplicated anywhere else.”

The 2011 *Investment Community Forum* will consist of two keynote presentations and four panel discussions. Steve McLaughlin, Managing Partner of FT Partners will provide the opening keynote, while John Maldonado, Managing Director, Advent International, will deliver the closing presentation. Panels will focus on *Payment Processors, Capital Providers, Emerging Technologies* and *Transaction Due Diligence*. A program agenda and panel descriptions can be found at [www.electran.org/ICF/](http://www.electran.org/ICF/). Those attending the *Forum* also can attend the opening reception in the Expo Hall following the session, where more than 180 payments companies will be exhibiting their products and services.

The inaugural *Investment Community Forum* in 2010 drew a standing room audience and while the number of seats for the 2011 event has been increased significantly, Balakgie says she expects this year’s *Forum* also will attract a full house. “This is a dynamic industry with tremendous opportunities for growth,” she noted. “That’s created a lot of interest in the ICF among both private and public investment firms, who are seeking an efficient and meaningful way to learn more about electronic payments.”

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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.*

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