

## **Electronic Payment Systems Partners with Pink Ribbon Riders® to Provide Financial Assistance to Breast Cancer Patients**

November 3, 2011

Electronic Payment Systems (EPS), a merchant service provider, proudly announces a new partnership with Pink Ribbon Riders®, a 501 C 3 non-profit organization that provides direct financial assistance to both men and women breast cancer patients while promoting breast cancer awareness in the motor sports industry. In addition to being a presenting sponsor for the 1<sup>st</sup> Annual Colorado Snow Run event upcoming in March 2012, EPS has created a special *Give Back Program* enabling the Pink Ribbon Riders® to raise unlimited funds through merchant processing.

As a Pink Ribbon Riders credit card processing partner, EPS will donate 10 percent of its profit from every business supporter's processing to help support the organization's Financial Assistance Program and mission. "We are thrilled to support the Pink Ribbons Riders and to offer this program which will make significant financial contributions to such a worthwhile cause" said John Dorsey, CEO of EPS. The program offers a great opportunity for businesses in the motor sports industry as well as retail, restaurants, automotive, medical, dental, veterinarians, and service related companies to provide financial support through their normal business operations and make a real difference.

### **PRR quote**

"We are proud to team with EPS for this new and exciting program that will give back to Pink Ribbon Riders" said Jody McKay, Co-founder and Director of Pink Ribbon Riders. "They reviewed us and we are on track to save 20% for the year! That is more money that the organization can focus to patients in need."

EPS offers some of the most advanced credit card processing options and electronic check conversion services in the industry, including their revolutionary new payment program, EPS90 No Credit Check EZ Payment Plan which allows merchants to offer customers up to \$5000 over a 90 day period without a credit check required. At no additional cost, Pink Ribbon Rider supporting businesses that partner with EPS can start making an immediate difference each time a credit or debit card transaction or check transaction takes place. In addition, EPS guarantees to beat or meet any processing rates a business currently has and offers a complimentary statement analysis to demonstrate how much money a business can save when they choose to open a merchant account with EPS. "This program enables supporter's to provide on-going financial assistance to the Pink Ribbon Riders without costing them anything, in fact, businesses will actually save money when we beat their current processing rates" said Dorsey.

### **About Electronic Payment Systems (EPS)**

Electronic Payment Systems (EPS) is one of the oldest and largest, privately held merchant service providers in the nation. Uniquely positioned in the payments industry, EPS provides a comprehensive suite of merchant processing solutions, the highest level of data security, and expertise to drive revenue and profitability for all business types. The company's integrated payment solutions include credit and debit card processing, check verification, conversion and guaranty services, online transactions, gift and loyalty cards, cash advances and the revolutionary EPS90 No Credit Check EZ Payment Plan. All operations are maintained at corporate headquarters in Englewood, Colorado ensuring the best

customer service and technical support in the industry. For more information, call 800-863-5995, visit <http://www.eps-na.com> and <http://www.ezpaymentplan.net>.

**About Pink Ribbon Riders® (PRR)**

The Pink Ribbon Riders is a volunteer based 501(c)(3) non-profit organization that raises funds through motor sports related events. Funds raised are distributed through an assistance program that is made available to both men and women breast cancer patients. The Pink Ribbon Riders mission is to promote breast cancer awareness in the motor sports industry for both men and women, while raising funds for those in need. In combining these two goals for our organization, we hope to bring people in the community closer as this disease not only affects those diagnosed but also those who love them. "Riding in honor and in memory of those we love". For more information on the Pink Ribbon Riders, please visit: [www.pinkribbonriders.com](http://www.pinkribbonriders.com).