

FOR THOSE WHO SAID:
**“THERE’S GOTTA
BE A BETTER WAY”**

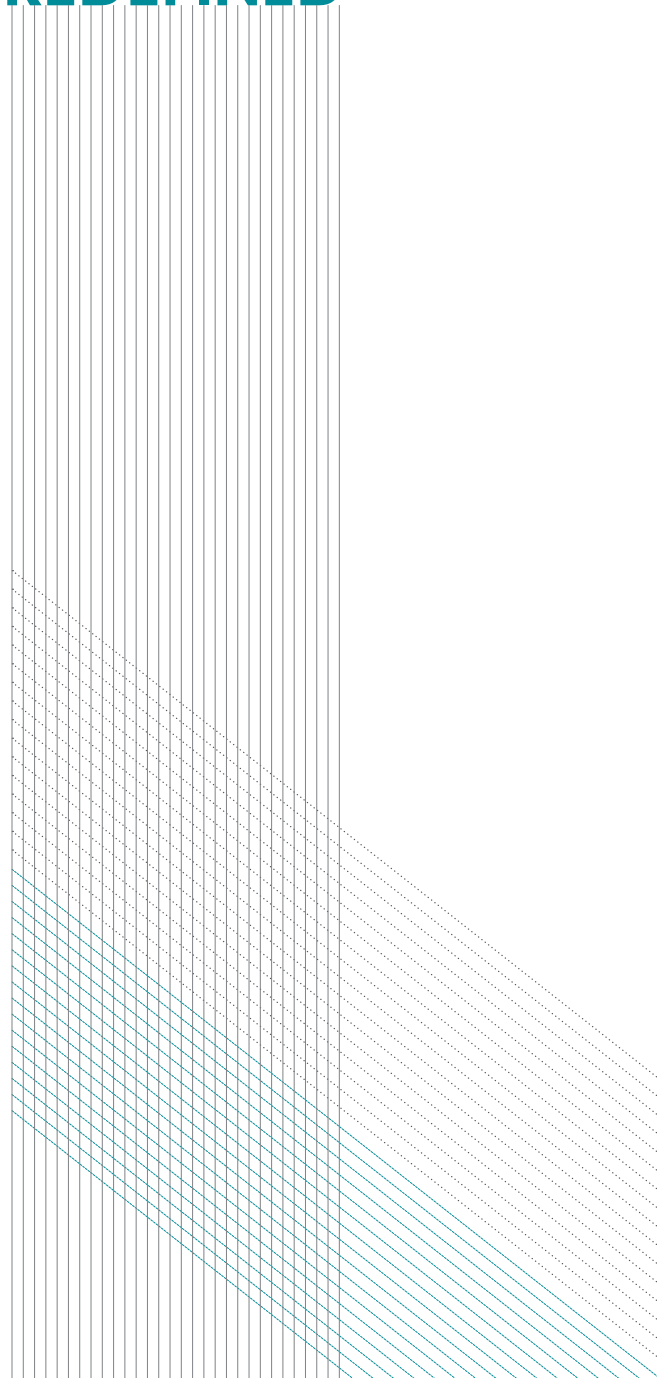
—YOU’RE WELCOME.



WHY CYNERGY DATA PAYMENT PROCESSING REDEFINED

Your franchisees will benefit from a Cynergy Data merchant account in a variety of ways:

- Great pricing and fast set up
- Integrated payment processing and payroll solutions
- Simplified billing, with no hidden fees and “plain English” statements
- Easy, single log-in account management with VIMAS® Plus
- Account updates via text and email messages
- Customizable gift cards
- Access to alternative funding options



KEEP YOUR FRANCHISEES HAPPY

WHEN YOU REFER THEM TO US

We will provide your franchisees with the best services at the best pricing.

YOUR FRANCHISEES WILL RECEIVE:

- FREE** merchant services cost analysis and consultation
- FREE** account set up
- FREE** 24/7 technical support
- FREE** access to our online account management system
- FREE** use of our payment gateway

PAYMENT PROCESSING MADE EASY

We know that saving time and money is important to business owners. Cynergy Data offers an array of products and services aimed at making the business day more efficient and profitable.

ONE-STOP

ACCOUNT MANAGEMENT

Our online account management system allows franchisees to track transactions, submit customer service requests and receive account updates via text and email messages.

E-COMMERCE

AND MULTI-LOCATION PROCESSING

Your franchisees receive free access to our payment gateway, which uses a secured high-speed Internet connection to retrieve transaction approvals.

INCREASE CUSTOMER

LOYALTY AND BRAND AWARENESS

Customizable gift cards offer a low-cost way to boost sales and customer loyalty.

TAKE THE PAY OUT OF PAYROLL

We've partnered with PayChoice®, a leading payroll provider, so that your franchisees can save up to 50% on services.

FUNDING FOR SMALL BUSINESS

Could your franchisees use some extra cash? If so, they may qualify for our flexible alternative funding program.

CYNERGYHUB

TOTAL BUSINESS SOLUTIONS, ALL IN ONE BOX

We realize the importance of saving time and money. So, we've created a special program called CynergyHub™. Our bundled services will make your franchisees more efficient and profitable.

For one low monthly fee, your customers can take advantage of:

- Credit/debit card and check processing
- Payroll powered by PayChoice
- Customizable gift cards
- E-commerce solutions
- Full compliance with Payment Card Industry requirements
- Simplified billing and no hidden fees
- Easy account management, with single-account log in

ALL ROADS LEAD TO THE HUB



LUCY

LET US CONNECT YOU

FOR FRANCHISEES WITH MORE COMPLEX PAYMENT PROCESSING NEEDS, OUR LUCY GATEWAY™ PROVIDES THE MOST AFFORDABLE AND RELIABLE POS SYSTEM, WITH TRANSACTIONS OF 3 TO 5 SECONDS OVER A HIGH-SPEED INTERNET CONNECTION.

In addition to credit cards, LUCY handles processing for:

- debit cards and gift cards
- government benefit cards and electronic checks
- recurring payments for regular customers
- business-to-business and business-to-government purchasing cards
- processing for seasonal or multiple-location businesses

Cyenrgy Data's Smart Service technology allows LUCY to speak directly with a POS system, eliminating the need for additional plug-ins or services.

ABOUT CYNERGY DATA

HISTORY

- Launched in 1995, Cynergy Data has always aimed to provide business owners with excellent customer support and unparalleled merchant services.
- We believe in honest, service-oriented business practices and customer-friendly products and services.
- Cynergy Data manages a portfolio of nearly 85,000 merchants processing in excess of \$10 billion annually.

VISION

- Cynergy Data aims to serve as a comprehensive resource for business owners.
- At Cynergy Data, the overarching goal is to simplify everyday management for all types and sizes of businesses.



AWARDS AND ACCOLADES

2001 **INC. 500:** CYNERGY DATA RANKS #451 ON THE ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES IN THE UNITED STATES

2002 **NYC HISPANIC CHAMBER OF COMMERCE:** ENTREPRENEURS OF THE YEAR

2006 **INC. 500:** CYNERGY DATA RANKS #460 ON THE ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES IN THE UNITED STATES

INNER CITY 100: CYNERGY DATA RANKS #36 ON INC. 500'S ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES BASED IN U.S. CITIES

2007 **INNER CITY 100:** CYNERGY DATA RANKS #27 ON INC. 500'S ANNUAL LIST OF FASTEST GROWING PRIVATE COMPANIES BASED IN U.S. CITIES

PRESIDENT'S CLUB AWARD: DESIGNATED BY FIRST DATA

2008 **INC. 500:** CYNERGY DATA IS INDUCTED INTO THE MAGAZINE'S RANKINGS HALL OF FAME

ERNST & YOUNG ENTREPRENEUR OF THE YEAR: MARCELO PALADINI TAKES THE PRIZE IN THE SERVICES CATEGORY FOR THE NEW YORK METROPOLITAN AREA

MOST INFLUENTIAL ACQUIRER AWARD, TRANSACTION WORLD MAGAZINE: MARCELO PALADINI RECEIVES HONORABLE MENTION FOR HIS VISIONARY APPROACH TO MERCHANT SERVICES





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Cynergy Data, LLC is a registered ISO/MSP of Wells Fargo Bank, N.A., Walnut Creek, CA and Harris N.A., Chicago, IL