

## For Immediate Release

Contact:

AnnJo Huwer

Veracity Payment Solutions

404-492-6607

annjo.huwer@veracitypayments.com



## **BOOSTERTHON FUN RUN SELECTS VERACITY PAYMENT SOLUTIONS FOR GATEWAY SOLUTION TO ADMINISTER PAYMENT ACCEPTANCE FOR SCHOOLS**

**ATLANTA** – December 7, 2010 – Veracity Payment Solutions, Inc., headquartered in Atlanta, Georgia, is pleased to announce their partnership with Boosterthon Fun Run. Through this alliance, Veracity will offer web-based credit card processing through its Virtual Payment Suite to schools affiliated with the Boosterthon Fun Run fitness programs. Based in Atlanta, Georgia, Boosterthon Fun Run works with educators, community leaders, parents and students, serving approximately 370 schools across 14 states in the U.S. The Boosterthon Fun Run experience combines fun-filled interactive events that promote lifelong lessons in the areas of fitness, leadership and character development.

“The formation of our alliance with Veracity comes at an opportune time as the success of the Boosterthon Fun Run program continues to grow. We were looking for a partner that would allow us to develop a referral-payment partnership without any additional cost to our schools. After researching countless options, we felt Veracity offered the best solution to meet our needs,” commented Chris Carneal, president of Boosterthon Fun Run.

“We have the ability to provide flexible payment technologies, delivering unique services that allow our customers to meet their mission-critical business requirements,” said Anthony Walsh, senior vice president with Veracity. “We often encounter organizations similar to Boosterthon that require the full advantages of a robust online payment solution without transferring cost back to their customers. We have the ability to listen and respond to unique business requirements, enhancing the value and payment options for our customers. We look forward to great partnership with Boosterthon Fun Run,” said Walsh.

Veracity’s browser-based Virtual Payment Suite (VPS) is comprised of flexible software modules to address all payment, reconciliation, reporting and invoicing needs. The virtual platform is built on PCI-compliant technology that also includes card data “Tokenization” capability. Tokenization eliminates the need for customers to repeatedly transmit sensitive card data required to process payment transactions.

###

### **About Boosterthon Fun Run**

Established in 2001, the Boosterthon Fun Run team has been serving schools across America, offering a hassle-free alternative to school fund-raising activities. Headquartered in Atlanta, Georgia, the Boosterthon Fun Run this year alone will serve more than 265,000 students at more than 370 schools across 14 states in the U.S. The Boosterthon Fun Run mission is to strengthen schools and impact the next generation through fitness, leadership, and character education. Visit [www.boosterthon.com](http://www.boosterthon.com) for more information.

### **About Veracity Payment Solutions**

Veracity Payment Solutions is headquartered in Atlanta, Georgia, with customer operations and sales services in Aiken, South Carolina, Moline, Illinois and Honolulu, Hawaii. Veracity serves the merchant community, trade associations, community banks and Affinity partners by offering full service point-of-sale solutions, web-based reporting and management tools. Veracity’s key focus is to deliver quality service to our customers and ensure price transparency and clarity in every aspect of the merchant services programs we provide. Veracity is also the winner of the 2010 Torch Award for Marketplace Ethics-Category II, with the Better Business Bureau of Metro Atlanta. Visit [www.veracitypayments.com](http://www.veracitypayments.com) for more information.