



**For Immediate Release**

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**VERACITY PAYMENT SOLUTIONS ANNOUNCED WINNER OF  
TORCH AWARD FOR MARKETPLACE ETHICS BY THE BETTER BUSINESS  
BUREAU OF METRO ATLANTA**

**ATLANTA, GA., MAY 27, 2010** – Veracity Payment Solutions is the proud winner of the 2010 Better Business Bureau of Metro Atlanta’s Torch Award in the category of Marketplace Ethics, Category II. This is the third year that Veracity has participated in this distinctive program with two previous recognitions as the First-Runner up in the same category in 2008 and 2009. Veracity has been an accredited business of the Better Business Bureau Serving Metro Atlanta, Athens & Northeast Georgia since the company was formed in 2007.

“BBB’s mission is to be the leader in advancing marketplace trust by creating a community of trustworthy businesses. Our Torch Award winners are examples of “companies of excellence” who adhere to BBB’s Standards of trust and who make customer service, community service and marketplace ethics a top priority for their customers, community and employees. Our Torch Award winners are companies who take BBB’s motto of “Start with Trust” literally and strive to do their best, and be an example of what an outstanding, ethical company should be,” commented Fred Elsberry, President of the Better Business Bureau of Atlanta.

“This award is a true reflection of the principles and values inherent in our people,” said Joseph Cohane, chief executive officer at Veracity. “Our ethical business practices involving price transparency and the creation of mutually beneficial relationships have been incorporated into our organization’s culture since day one. Through challenging economic times I am very proud of the fact that we have stayed true to our core philosophies of honesty and integrity. To be recognized by an outstanding organization such as the Better Business Bureau is truly an honor.”

Veracity will soon celebrate the company’s three-year anniversary in 2010 and has also achieved another milestone as the sixty-eighth (68) Acquirer in the Nilson Report’s Top 100 Merchant Acquirers in the U.S. Veracity processes more than 1.5 billion in annual transaction volume with a customer base exceeding 8,000 merchants nationwide.

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### **About Veracity Payment Solutions**

Veracity Payment Solutions is an aggressive growth company committed to the delivery of exceptional payment processing and information services. Veracity serves the merchant community, trade associations, community banks and merchant level sales agents by offering full service point-of-sale solutions, web-based reporting and management tools. Veracity is headquartered in Atlanta, Georgia, with its customer operations facilities in Aiken, South Carolina and Moline, Illinois. Veracity's key focus is to support its customers and ensure price transparency and clarity in every aspect of the merchant services programs provided. Visit [www.veracitypayments.com](http://www.veracitypayments.com) for more information.