



For Immediate Release

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VERACITY PAYMENT SOLUTIONS AWARDED 1ST RUNNER-UP IN ETHICS BY THE BETTER BUSINESS BUREAU TORCH AWARDS ONCE AGAIN

ATLANTA, GA., June 10, 2009 – Veracity Payment Solutions is the proud recipient of the Better Business Bureau’s Torch Award as 1st Runner-Up in the Marketplace Ethics, Category II for 2009. This is the second year in a row that Veracity Payment Solutions has received this honor of distinction from the Better Business Bureau Serving Metro Atlanta, Athens & Northeast Georgia.

“At Veracity, we are guided by our integrity and ethical values- they are the essence of our leadership philosophy and the qualities that best represent our people. It is our belief that through honest and best practices, we can provide the kind of service and support customers deserve, earn their trust and minimize customer turnover,” said Joseph Cohane, chief executive officer at Veracity.

The payment processing industry continues to experience high customer turnover. Given this business environment, Veracity has shined in the merchant category with a point of difference that promotes ethical behavior. Veracity’s Truth in Processing™ platform (educating businesses about good payment processing practices); the company quickly became a recognized leader for business ethics and civic responsibility.

“Our price transparency commitment is another example of our operating philosophy. We believe we need to earn our customer’s business every day. We want to be the payment provider that is part of the positive change within in our industry,” said Anthony J. Walsh, vice president of business development.

Veracity’s customer service also goes above and beyond, from taking immediate ownership of merchant problems to following up on all customer issues, even when they are not directly associated with Veracity.

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About the Better Business Bureau Torch Award

The Torch Award is a symbol of a company's commitment to honesty and integrity toward customers, employees, shareholders and the community they serve. It is one of the most recognized trademarks in the world. Each year the Better Business Bureau Serving Metro Atlanta, Athens & Northeast Georgia conducts this award to recognize local businesses and organizations that exemplify a commitment to conduct ethical business practices. Additional information on the Torch Award can be found at www.bbb.org

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 for more information.