



**FOR IMMEDIATE RELEASE**

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**BLUEPEARL VETERINARY PARTNERS JOINS BEQUEST™ TO HELP  
FRANKIE'S FRIENDS SAVE PETS WITH CANCER**

**Atlanta, Georgia, August 21, 2009**—Veracity Payment Solutions ("Veracity"), is pleased to welcome BluePearl Veterinary Partners as the newest member in the Bequest™ affinity program. Bequest is a unique patent-pending product developed by Veracity that works on a community level to provide local veterinarians access to on-demand grants for families who cannot afford the full cost of their pet's health care. The Bequest product enables veterinarians to request and receive grants for discretionary pet care electronically from the point of sale terminal. Veracity has established the Veracity Community Foundation™ to maintain and disburse all funding activities for Bequest.

BluePearl Veterinary Partners has earmarked Frankie's Friends Charitable Pet Foundation as the recipient of their Bequest funding. Frankie's Friends is a non-profit foundation dedicated to finding cures and saving pets with cancer and other catastrophic diseases. "Bequest is a valuable resource for Frankie's Friends," said Bonita S. Voiland, executive director. "With Bequest grant funding, we can extend the reach of our innovative clinical research and treatment programs to help even more pets and their families."

Frankie's Friends has launched Cure Canine Lymphoma (CCL), a national program to address the most commonly diagnosed cancer in dogs. "The program's goals are to raise public awareness of the successful early treatment of this disease, to underwrite the costs of treatment for financially qualified families, and to provide free or heavily subsidized care for dogs enrolled in approved clinical programs of promising new treatments," Voiland stated.

Frankie's Friends will benefit from each transaction that occurs in the BluePearl Veterinary Partners' community via Veracity's proprietary point of sale application.

"We're pleased to partner with BluePearl Veterinary Partners to help their outreach efforts through Frankie's Friends. We understand the challenges Frankie's Friends faces in hard economic times, and we are committed to the success of the Bequest program," said Anthony J. Walsh, vice president with Veracity Payment Solutions.

BluePearl Veterinary Partners will launch the Bequest program in Tampa, Brandon and Clearwater, Florida, Kansas City, Minneapolis, and New York City locations.

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**About BluePearl Veterinary Partners**

BluePearl Veterinary Partners includes partner hospital in Florida at Florida Veterinary Specialists, in New York at NYC Veterinary Specialists ([www.nycvs.com](http://www.nycvs.com)) and in Kansas at Veterinary Specialty and Emergency Center of Kansas City ([www.vseckc.com](http://www.vseckc.com)). A new facility will be opening in Minneapolis soon. BluePearl Veterinary Partners merged in 2008 and is one of the leading providers of emergency and specialized referral veterinary medicine. Go to [www.fvs.com](http://www.fvs.com) for more information.

**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 Affinity partners 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. Visit [www.veracitypayments.com](http://www.veracitypayments.com) and [www.bequest4pets.com](http://www.bequest4pets.com) for details.