

EPSON AMERICA, INC.

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TRANSFIRST® OFFERS EPSON RECEIPT PRINTER WITH TRANSACTION EXPRESS™ Epson TM-T20 Provides Merchants with Highly Reliable, Affordable Thermal Printing

Long Beach, CA, November 15, 2011 – [Epson America, Inc.](#), a leading supplier of value-added banking and payments solutions, announced today that [TransFirst](#), a leading provider of transaction processing services and payment enabling technologies, will offer [Epson's TM-T20](#) thermal receipt printer with its Transaction Express virtual terminal payment gateway solution. The TransFirst solution offers Transaction Express, which provides complete, secure online payment processing through any Internet-connected device, with Epson's TM-T20 printer, which prints receipts easily and cost effectively, eliminating paper and ink associated with costly full-page invoice printing. The combined solution offers TransFirst merchants a cost-effective, easy, out-of-the-box transaction processing and receipt printing solution ideally suited for a variety of industries, including retail, e-commerce, government, utilities and healthcare. The solution is immediately available to TransFirst's acquiring partners.

“Our merchants are looking for an alternative to laser and inkjet invoice printing, which can be very costly. The Epson TM-T20 is a great fit for merchants; it offers a simple connection to the computer, and it comes with everything needed for quick and easy setup and operation,” says Craig Tieken, director of product for TransFirst. “We selected the Epson printers for their above-industry reliability and best-in-class functionality. We believe our merchants will be pleased with the overall performance and cost savings this product offers.”

Epson's cost-effective TM-T20 thermal printer offers cost-cutting thermal receipt printing of up to 150 mm/second, low power consumption, ENERGY STAR® qualification and a two-year limited warranty. In addition, merchants will appreciate benefits like easy (everything you need in one box) installation and easy-to-use features like drop-in paper loading and auto cutter.

About TransFirst

A leading provider of [secure transaction processing services](#) and payment enabling technologies, TransFirst offers innovative products and services designed with financial institution, independent sales organization, healthcare, e-commerce, government and merchant customers' unique needs in mind. By collaborating with our

customers and utilizing strong industry knowledge, we help them grow their businesses. Founded in 1995, TransFirst continues to attain significant market share and world-class expertise in growing and profitable industry segments. Built on a platform of personal service, customer commitment and flexible pricing, TransFirst is headquartered in Hauppauge, New York, and has operations facilities in Aurora, Colorado; Broomfield, Colorado; Omaha, Nebraska; Overland Park, Kansas; Nashville, Tennessee; Arlington, Virginia; Cypress, California; and executive headquarters in Dallas, Texas. Company-wide, TransFirst currently processes approximately \$30 billion in annual sales volume for more than 175,000 merchants and financial institution partners. For additional information, please call 800.745.2659 or visit www.TransFirst.com.

About Epson America, Inc.

Epson is one of the world's leading manufacturers of highly reliable point-of-service technology, including printers, precision printing mechanisms and digital image scanners. Founded in 1975 and headquartered in Long Beach, CA, Epson America, Inc. is the U.S. affiliate of Japan-based Seiko Epson Corporation, a global manufacturer and supplier of high-quality technology products that meet customer demands for increased functionality, compactness, systems integration and energy efficiency. The Seiko Epson organization is proud of its ongoing contributions to the global environment, and for the third year in a row is part of the Dow Jones Sustainability World Index – an indicator for leading companies in economic, environmental and social criteria. Epson offers the most comprehensive line of POS printers, as well as the widest selection of ENERGY STAR qualified models available today. To learn more about Epson America Business Systems Division, please visit: <http://pos.epson.com>. You may also connect with Epson America Business Systems Division on Facebook (<http://tinyurl.com/EpsonFacebook-BizSys>), Twitter (http://twitter.com/EpsonB2B_PR) and YouTube (<http://tinyURL.com/EpsonYouTube>).

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