

Priority Payment Systems Launches MX Insights™

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Big Data Market Intelligence for Local Market Businesses

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Big Data intelligence has historically only been accessible to larger companies. Priority Payment Systems is changing the game for small and medium businesses ("SMB's) with the launch of MX Insights, a data analytics product that provides SMB's with in-depth information about their business performance, customer profiles and spending habits - while also benchmarking them against a robust group of their local market competitors.

Priority's MX Insights accesses a growing database of over 2 billion cardholders and 95 billion transactions and distills that data down to a conclusive presentation of local market observation that SMB's can easily act upon to help grow their businesses. "MX Insights' predictive analytics tools provide our merchants with specific data on where they are generating customers, how loyal those customers are, and where to make improvements. MX Insights even provides performance comparisons against their local competitors," noted Afshin Yazdian, President of Priority Payment Systems. "Best of all, I believe MX Insights delivers a simple way to interpret this data so that today's business owners can make smart decisions that will help their businesses grow without distraction or delay."

MX Insights is the result of a key partnership with a leading credit card brand that combines cardholder data with an SMB's processing data in order to deliver an unprecedented level of information. "We are always focused on valuable tools that will help our ISV's, Community Bank partners, and ISO resellers deepen their relationships with their merchants," said Duayne Haskett, SVP of Priority Sales Channel Development. "MX Insights is one more example of how Priority delivers on its commitment to our network of the most comprehensive, yet simple- to-use, products on the market today."

MX Insights is now available via a monthly subscription and, in the coming months, Priority will expand the offering to include an enhanced product suite with social media integration that allows businesses to easily spot trends, manage customer reviews and track activity related to specific topics and/or events.

NOT JUST BIG DATA, BETTER DATA - BETTER DECISIONS!

ABOUT PRIORITY PAYMENT SYSTEMS

Priority Payment Systems is a leading innovator in the electronic payments processing industry, offering highly scalable and remarkably flexible payments technologies built to be exceptionally responsive to market needs. Priority is currently ranked the 18th largest merchant

processor in the United States (Nilson Report), processing more than \$30 Billion transactions for over 165,000 merchants annually. To learn more about Priority's diverse product suite, please visit <http://www.prioritypaymentsystems.com> (<http://www.prioritypaymentsystems.com>) or call us at (844) 277-5855.

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