



*First Touch Payment Solutions*  
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## **First Touch Payment Solutions Is Established as a Quality Merchant Services Business**

*First Touch Payment Solutions takes a consultative approach  
in providing merchant services for banks and merchants.*

MEMPHIS, Tenn. (July 14, 2010) – Software Earnings president and CEO Larry C. Thornton announces the opening of his new company, First Touch Payment Solutions. This new company will provide merchant services for banks and businesses throughout the United States.

With over 22 years as a trusted provider of banking software through Software Earnings, Thornton is confident that his extensive experience in the banking industry gives him a strong background for the establishment of his new company. Thornton will provide the same high levels of product quality and customer service with First Touch Payment Solutions that his customers have received from Software Earnings.

First Touch Payment Solutions (FT-PS) is designed to provide businesses and corporations with merchant services that are superior to those typically found on the market. The company will offer a multi-faceted credit card processing solution for the customers of financial institutions and merchants. They strive to offer the lowest industry rates for credit and debit card processing, equipment, and other merchant services. First Touch Payment Solutions uses First Data Corporation as their core merchant services processor.

“The number of checks used in the United States is lowering every year, but credit card and debit card use is increasing. I wanted customers to have the benefit of our services in the merchant services industry. We are in an excellent position to start this new company. Software Earnings has over 100 banks as loyal customers, and our history as a reputable provider for these banks gives us a great starting point for the foundation of First Touch Payment Solutions. Our customers will obtain merchant services at compelling and competitive prices, as well as the advantage of first-rate customer service,” said Larry C. Thornton, FT-PS president and CEO.

“At First Touch Payment Solutions, we pride ourselves with one point of contact, providing excellent customer service and 24-hour support. We approach business owners with a consultative approach so we can grow their business with the best available credit card processing solution, cash advance services, terminals, and much more. Our skilled staff provides merchants a free comparative statement analysis. Our analysis consistently shows a 30 percent overall savings when using our service,” said FT-PS senior vice president Tenelle Jones, who heads the direct corporate sales department.

- First Touch Payment Solutions -

“We at First Touch Payment Solutions are proud to offer our unique line of services. Our goal is to present a customized payment solution for our customers. We are certain that we can offer our customers the most advantageous merchant services available on the market today. FT-PS is very driven in our effort to provide these services, especially to financial institutions, associations and partnerships,” said Chris Ross, FT-PS senior vice president.

First Touch Payment Solutions is certain that their line of low-cost merchant services will earn maximum results for their customers. Customers of First Touch Payment Solutions can trust that this new company will deliver the same levels of reliability to the merchant services market that Software Earnings has provided to the banking industry over the last 22 years.

#### **About Software Earnings**

For over 22 years, Software Earnings ([www.softwareearnings.com](http://www.softwareearnings.com)) has continued to deliver reliable, high-performance check processing solutions. We can provide financial institutions with an end-to-end payments processing solution featuring our software applications and processes in one complete package – Payments Navigator. Payments Navigator now includes RoboBalancer, an automatic balancing solution that provides major cost savings for financial institutions. For more information, please contact a Software Earnings relationship manager at 901-756-4555.

#### **About First Touch Payment Solutions**

First Touch Payment Solutions ([www.FT-PS.com](http://www.FT-PS.com)) is a company dedicated to the provision of merchant services for businesses, corporations and small community banks. They offer competitively priced credit and debit card processing, equipment, and other merchant services. First Touch Payment Solutions designs customized merchant service solutions for each of their clients, providing maximum advantages. For more information contact FT-PS senior vice president Tenelle Jones at 901-322-9275.

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