

MSI Reports Record Processing Volume on Black Friday 2009

Black Friday Processing Volume Increases for MSI Merchants

New Providence, NJ – December 3, 2009- MSI Merchant Services, Inc. (www.merchantservices.com) proudly reports record processing volume on Black Friday 2009. Economists use Black Friday sales as an indicator for the current state of the economy. Leading Black Friday reports agree the amount of consumer traffic on Black Friday did increase in 2009, but the average spending per person decreased. ¹[Bloomberg.com reports only a 0.5% increase](#) in consumer spending on Black Friday this year. Despite these reports, [MSI](#)'s merchants closed with a combined higher sales volume than previous years. MSI merchants showed a 36% increase in processing volume comprised of a 47% increase in Visa volume and a 35% increase in MasterCard volume. In conjunction with national numbers, MSI merchants also had an astounding increase in debit card volume. MSI reports a 7% increase in Pin-based debit volume and record breaking increase in signature based debit volume, culminating in a banner Black Friday for the merchants of MSI. MSI attributes its record Black Friday to an experienced, reputable sales team, its ISO partners, and its quality credit underwriting.

About MSI- MSI Merchant Services Inc., incorporated in 1989, is currently located in New Providence, New Jersey. Since its inception, the company grew into a nationwide leader in the payment processing industry. As a leader, MSI established its own BIN relationship with the First National Bank of Omaha. MSI has strong relationships with all the major card networks including Visa, MasterCard, Discover, and American Express. As a result of these strong bonds, based on its expertise and proven professionalism, MSI proudly services over 70,000 merchant locations. In addition MSI reliably pays residuals to over 400 sales offices. MSI attracts such a numerous amount of merchants because of its ability to approve accounts in a secure and efficient manner. MSI's business includes programs such as Check Guarantee, its own private Gateway, and Gift and Loyalty Cards.

Merchants trust their businesses to MSI because of its established service excellence, strategic management style, and its proven professional team.

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Additional information about MSI Merchant Services, Inc. and their ISO programs is available at <http://www.1800BANKCARD.COM>.

¹Cotton Timberlake and Chris Burritt. "Black Friday Sales Rise 0.5% as Crowds Shop For TVs, Computers." 29 Nov. 2009 <<http://www.bloomberg.com/apps/news?pid=20601087&sid=a21VT7TMWzDI&pos=2>>.