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ETA Announces Competition to Boost Payments Startups

*Technology Innovators to Compete for \$50k E-Pay Innovation Award at ETA's
TRANSACT 14*

Washington, D.C. - The Electronic Transactions Association (ETA), the global trade association of the payments technology world, announced today a grant from the Bill & Melinda Gates Foundation to launch the third Payments Next Zone and E-Pay Innovation Award at TRANSACT 14, the world's largest payments industry event. The Payments Next Zone (PNZ) will showcase innovative payments technology startups. ETA will provide up to 10 startups with complimentary turnkey exhibit space and a chance to compete in a high-energy, high-stakes "Shark Tank"-like, live competition for a \$50,000 award. TRANSACT 14 takes place April 8 – 10, 2014, at the Mandalay Bay in Las Vegas, and registration is open now at www.transact14.com.

"ETA is honored to facilitate payments start-ups access to the largest industry event of the year, fostering connections to industry leaders" said Jason Oxman, CEO of ETA. "TRANSACT 14 is the best possible platform to promote successful payments startups and we expect an unprecedented level of participation from game-changing innovators."

Following the success of the PNZ and the E-Pay Innovation Award at the 2013 ETA Annual Meeting & Expo and 2013 Strategic Leadership Forum, the cash award for this year's event has been increased to \$50,000. In addition, ETA will cover all the costs associated with exhibiting at TRANSACT for the contestants. The Payments Next Zone will be the premier destination for media, venture capitalists and potential industry partners to meet with startups and explore new ideas that are influencing the financial services market.

Additional information and applications for the PNZ scholarship can be found at: <http://www.electran.org/events/transact14/payments-next-zone-e-pay-innovation-award>. Application deadline is March 17th. Scholarship winners will receive a conference exhibition package valued at more than \$6,000 and will compete at TRANSACT 14 for the \$50,000 award.

TRANSACT 14 offers 3 full days of programming designed to showcase technical innovations in payments, provide ramp-up training for those new to payments, and set a stage for networking and partnerships. This year's program features a newly expanded selection of educational opportunities, 7 conference tracks, speakers from the world's top payments and technology companies, a completely sold-out exhibit floor with increased hours and unlimited opportunities for industry connectivity. Culminating in the biggest networking party in payments, the TRANSACT Party at the Shark Reef Aquarium at Mandalay Bay, TRANSACT is where the world's payments industry leaders and innovators come together.

For more information about TRANSACT or to register today, visit www.electran.org/transact14. For media inquiries, contact Meghan Cieslak at 202-677-7406, or meghan.cieslak@electran.org.

About ETA

The Electronic Transactions Association (ETA) is the global trade association representing more than 500 payments and technology companies. ETA members make commerce possible by processing more than \$4.5 trillion in purchases in the U.S. and deploying payments innovations to merchants and consumers.