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New Technology for Custom Point of Sale ATM Advertising Signs Adds Promotional Zing for ATMs

Better ATM Services Unveiling New Technology at ATMIA Conference East Booth #100

Mesa, Arizona, February 21, 2008 (ATMIA 2008-New Orleans, LA)-- Better ATM Services, a company with patented technology that enables the dispensing of pre-paid gift cards, premiums, and incentives from ATMs, announced today that it will be the exclusive ATM industry distributor for electroluminescent signage in the U.S. and Mexico. The exciting technology, Better ATM Lights™, turns ATMs at any financial or retail location into a dazzling promotional venue for products, services, location awareness, or events. The visual impact and attention created from this technology makes this an extremely valuable partnership to light up and animate ATMs.

Better ATM Lights is an electroluminescent signage involving the usage of extremely thin layers of conductive and non-conductive plastic and a layer of phosphor along with a flat light source joined together to create one paper-thin, lightweight, highly durable panel that becomes a print medium which lights up like a backlit sign. Because it uses one-tenth of the electricity of an incandescent bulb, it is so cool that panels can be used in any variety of ways without the risk of overheating or melting. These attention-grabbing panels don't require any special hardware leaving users free to configure them in frames, displays, custom-designed fixtures, or even wrapped around hardware. Space and cost limitations are eliminated with the striking new signage.

Better ATM Services' CEO, Todd L. Nuttall says Better ATM Lights offers a high-resolution signage option that is dramatic. "Distinguishing a brand and creating a high traffic draw is a crucial goal for any merchant or financial organization. This arresting new promotional opportunity underscores why Better ATM Services is making better things happen at ATMs by breathing new life into the profitability paradigm."

Better ATM Services is demonstrating the new technology at Booth #100 of the ATMIA Conference East in New Orleans, Louisiana, February 20-22, 2008. During the conference, Better ATM Services is also offering free gift cards to conference goers that are redeemable at Marriott New Orleans restaurants, gift shop, and Starbucks.

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About Better ATM Services

Better ATM Services (BATM), a Mesa, Arizona-based company, supplies patented technology that enables an ATM to dispense prepaid gift cards like currency. Enabled ATMs dispense the prepaid cards via the ATM's cash tray using the machine's existing dispensing mechanisms. BATM licenses its technology to both ATM and prepaid card industry participants to provide a more secure, convenient, and profitable distribution option with additional revenue opportunities. BATM's patented technology assures continued operation within existing industry infrastructures and pricing models. For more information, please visit www.betteratmservices.com or email info@betteratm.com.

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