

**FOR IMMEDIATE RELEASE**Contact: Nancy Rose Senich  
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[pr@betteratm.com](mailto:pr@betteratm.com)**ATMs OFFERING PREPAID GIFT CARDS DEBUT IN PHOENIX***Better ATM Services' New Technology Offers Independent Sales Organizations and Merchants Increased Profits This Holiday Season and Beyond*

Scottsdale, AZ, September 18, 2007 - - Better ATM Services ([www.betteratm.com](http://www.betteratm.com)) is debuting its patented technology at 5 greater Phoenix area locations ushering in a new use for ATMs. The technology enables existing ATM machines to dispense prepaid cards through ATM cash trays without a "sidecar." This new technology represents a new era for the ATM industry that will also have a significant impact on customer convenience in the pre-paid industry.

Better ATM Services' more secure, efficient and cost effective distribution option meets the exploding consumer demand for prepaid, stored value cards -allowing financial institutions, shopping malls, grocery stores, restaurants, independent sales organizations (ISOs), advertisers, and any business to offer pre-paid gift cards, discount offers, and other specials through licensed ATM machines with the same ease consumers have come to rely on for their banking needs.

According to Better ATM Services' CEO, Todd L. Nuttall, the company's technology offers retail merchants and financial institutions the opportunity to expand the utility of the ATM without costly upgrades. "Our technology means ATMs can dispense gift cards, event tickets, transit passes, or any other type of prepaid card without investing in additional, costly equipment like sidecars. With the holiday season approaching, we have already received vigorous industry interest," said Nuttall.

The five locations featuring Better ATM Services technology enabled ATMs include Mi Amigo restaurants in Phoenix and Mesa, Maycayo's in Scottsdale, and Tavern on Mill in Tempe. These locations are running on Diebold ATMs technology driven by Elan Financial Services. Better ATM Services' Chief Development and Marketing Officer Thomas E. Honey says, "These sites expand awareness for consumers and merchants alike and demonstrate a real world option for distributing in-store gift cards more conveniently, securely and profitably."

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According to Honey, a payment processing industry veteran who developed the VISA Debit Card now called Check Card<sup>®</sup>, among other accomplishments, “Consumers will now have another more convenient option to obtain a gift card. Licensed ATMs will help both consumers and merchants avoid over the counter purchase hassles and check-out time delays. Merchants will appreciate the cost-saving features from lower labor costs that automation brings, including greatly reduced theft worries, enhanced gift card promotion, and better service to customers for conveniently obtaining both cash and gifts cards.”

Better ATM's business model is focused on licensing and certifying participants with its technology in both the ATM and prepaid card industries and not competing with them. “This strategy allows players in both industries to more profitably expand their product and services offerings and operate within their current marketing, pricing, and operating infrastructures,” explained Honey.

Better ATM Services' cards are contained on a single plastic “card sheet” consisting of three panels...” The card sheet has approximately the same dimensions of larger foreign currencies like the Danish Kroner. ATM cassettes can be adjusted to accommodate larger currencies and the specified size of Better ATM card sheets. Early testing with three industry leading ATM manufacturers' equipment has proven that the card sheets can be easily retrieved and dispensed with minor modifications.

Prepaid, stored value cards are a recent phenomenon in America and are spreading rapidly around the world. Gift cards make up the largest segment of prepaid cards and are a more convenient gift alternative to manage ongoing purchases without being limited to the amount of cash a consumer carries. The Tower Group estimates that approximately \$80 billion was spent on such cards in 2006. Based on Mercator Advisory Group research; this included approximately 600 million in-store cards sold.

Better ATM Services will be demonstrating their new technology at Booth #3 of the ATM, Debit, and Prepaid Forum at the La Costa Resort and Spa in Carlsbad, California from October 3<sup>rd</sup> through 5<sup>th</sup>.

#### **About Better ATM Services**

Better ATM Services (BATM), a Scottsdale, Arizona-based company, supplies patented technology that enables an ATM to dispense prepaid gift cards like currency. Technology 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 email [info@betteratm.com](mailto:info@betteratm.com).

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