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RELEASE

eProcessing Network Announces Release of ePNTexting.

ePN Launches an Affordable, SMS Text Messaging Solution Enabling Small to Mid-Sized Merchants to Better Communicate With and Retain Customers Via Mobile Messaging.

HOUSTON, Texas, September 2, 2014 — in today’s mobile environment, merchants are faced with the challenge of effectively communicating to their existing and potential customers via mobile channels to help increase brand awareness and strengthen customer loyalty. eProcessing Network (www.eProcessingNetwork.com) understands the needs of the Small to Mid-Sized Merchant and offers ePNTexting, a low-cost Web interface solution that allows merchants to send text messages, reminders and alerts to their customer’s mobile devices. With the ability to push alpha-numeric messages, store coupons or event reminders, ePNTexting helps merchants increase awareness and meet the needs of customers who are fast embracing both communication and shopping via multiple channels.

Studies show that almost 94% of text messages are read within five minutes of receipt, which only reinforces what merchants have known when utilizing traditional communication methods – personalized communications serve as an immediate touch point to the mobile shopper, helping increase customer satisfaction and loyalty.

“Sending text messages as appointment reminders through ePNTexting can help businesses streamline their communication processes and save their staff the time spent making numerous follow-up calls,” says Steve Sotis, President of eProcessing Network. “Text messaging can also help the merchant increase the level of customer satisfaction and loyalty by targeting the message to meet the individual needs of the customer.”

“ePN understands the needs of the SMBs,” adds Bruce Shirey, SVP of Product Development. “That’s why we developed ePNTexting as another low-cost solution to help merchants improve their communication channels and enhance the customer experience. ePN strives to provide a full suite of solutions and services to help merchants build a multi-channel strategy that may help them meet or exceed their business goals.”

About eProcessing Network, LLC

eProcessing Network (ePN) is a software development company specializing in secure, real-time transaction processing services, solutions and support for all small to mid-sized merchants. Headquartered in Houston, Texas, ePN is certified to process a comprehensive suite of electronic payment transactions through all major credit & debit card, check/ACH and gift card/loyalty processors, and sells its services and products exclusively through Resellers and ISO sales channels. eProcessing Network is a registered Visa USA® and MasterCard® Third-Party Service Provider and is compliant with PCI and PA-DSS Data Security Standards. For more information, visit www.eProcessingNetwork.com.

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