



UNITED BANK CARD, INC
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WWW.UNITEDBANKCARD.COM

Dear Sales Partners,

The days of the stand-alone credit card terminal are quickly coming to an end...I am extremely excited to announce the launch of the industry's first free electronic cash register (ECR) program. I am confident that this program will revolutionize the industry in much the same way that our free terminal program did in 2004. We have always had a strong focus on progressive, forward thinking at United Bank Card and this has allowed us to remain innovative throughout our company's history. The primary goal for our company over the last few years has been to develop products that enhance the value of our services to more than just "rates and fees." A credit card terminal is just a credit card terminal, but ECR's manage the money, record sales, keep track of taxes and now will process credit cards in a simple and efficient manner. These new generation integrated cash registers will redefine how merchants accept credit cards.

By offering this high value equipment at no cost, it gives our sales partners a tremendous competitive edge. You will be able to capitalize on this exclusive new initiative by providing a zero acquisition cost for these ECRs. In addition, UBC has spent over a year developing the support infrastructure necessary to program these machines through a specially designed web portal. All bases have been covered so that you can truly dominate the payment processing market. Further, since the processing will be integrated directly into the cash register, we expect attrition to be extremely low for these merchants. I truly believe that this initiative delivers the best sales tool ever offered to the ISO community. We will support this program with a road show in the coming months in order to bring this product to you face to face. We will also have conference call trainings and a grand presentation at our annual partner conference this October.

As an exciting incentive to kick off this program, we are also announcing the largest contest in the history of our industry. We are going to give one of our sales partners a \$1,000,000 prize! This goes above and beyond the nominal production bonuses that are currently the norm and instead offers an unparalleled opportunity to dramatically change your life. Each approved deal submitted by one of our eligible partners counts as an entry. With the valid entries capped at 27,000, each entry will be an unprecedented chance at a million dollars. There is no limit to the amount of entries each eligible sales partner can earn over the course of the contest, but even a single entry will give you better odds at a million dollars than any lottery in the country. Clearly, the more deals submitted, the greater your odds will be. We have also developed an "odds tracker" which will appear on the Interactive ISO System to show your individual odds of winning the million dollar prize. One thing that's certain is that a little over a year from now, one of our sales partners is going to be a millionaire!

We have enlisted an outside law firm, The Lustigman Firm, to ensure the million dollar promotion is structured in a legally compliant manner. Additionally, an independent auditing firm, Weiser, LLP, has been hired to audit the contest as well as the results of the drawing. Despite all of the precautions that have been put in place to ensure the integrity of this promotion, I realize that there will be detractors

who will still question aspects of the program. I would like to dispel any such skepticism by personally issuing a "rate and service guarantee". This guarantee states that United Bank Card will not implement any new fees or increase rates in order to fund the million dollar prize. During the contest period, no new fees or rate increases will be implemented except for pass-through costs. This includes PCI related fees or any other miscellaneous charges.

Additionally, United Bank Card will uphold the high standards of service we have always extended to our merchants since our company's inception. I guarantee that all of our merchants will continue to receive the highest level of service and that we will not lose any of these accounts due to inadequate support. Over the past few years, we have invested millions of dollars into our support infrastructure in order to effectively handle all inquiries related to cash registers or POS systems. Award winning 24/7 customer service and technical support in addition to our onsite service capabilities further enhance the satisfaction of each of our merchants. We have also recently instituted a new dedicated technical support phone line specifically for our ISO partners who need to escalate or expedite any support issues.

United Bank Card has consistently proven its sterling reputation to the ISO community throughout the history of our company and we plan to continue that with these programs. In 2008 alone, we paid over \$22 million in residuals and bonuses to our ISO partners and have paid over \$100 million in the nine years that we've been in business. We introduced the original free terminal program in 2004 in the face of detractors who said it didn't make financial sense and now we are the first to bring free ECR's to the industry. While our competitors have amassed mountains of high cost debt to fund their businesses, UBC has self financed our acquisitions and maintained conservative credit lines with our banking partners. This has put us in the best possible position from an experience, support and financial standpoint to deliver this revolutionary free ECR program and million dollar kick-off contest to the industry.

In closing, we are extremely excited about this initiative and I want all of our sales partners to rest assured that rates, fees and/or merchant support will in no way be affected negatively by the new free ECR program or million dollar contest. For more information about these exciting programs, please visit www.isoprogram.com. I am confident that the free ECR program will prove to be a priceless sales tool for all of our valued partners and I wish the very best of luck to each of you in the million dollar giveaway – Good selling!

Sincerely,

A handwritten signature in black ink, appearing to read 'Jared Isaacman', with a long horizontal flourish extending to the right.

Jared Isaacman
Chief Executive Officer
United Bank Card, Inc.
Jared@unitedbankcard.com

No Purchase Necessary. UBC Million Dollar Giveaway starts on September 1, 2009 and ends on the date in which there are 27,000 valid entries or August 31, 2010 at 11:59PM ET, whichever is sooner. Promotion is open only to Sales Associates (as defined in the Official Rules) of United Bank Card, Inc. that are located in the fifty (50) U.S. states (and D.C.) 18 years of age or



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