



## **FOR IMMEDIATE RELEASE:**

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### **ACH provider Check Assist is acquired by Profituity, LLC**

New management team commits to expanding company's current offering

(PENSACOLA, Florida – October 30, 2012) Profituity, LLC has acquired Check Assist, a leading Automated Clearing House (ACH) processor and software and services provider. The acquisition of Check Assist is the first for Pittsburgh, PA based Profituity, LLC. Terms of the transaction were not disclosed.

“The acquisition of Check Assist provides us an ideal platform for delivering solutions that enable merchants and other small to mid-tier businesses to confidently accept checks,” said George McKee, III, Profituity president and chief executive officer. “Check Assist has a long history of making it easy and affordable for businesses to verify and process checks electronically while automating the process of resubmitting and collecting on the small percentage of checks that do not initially clear due to insufficient funds.”

The Check Assist acquisition is part of Profituity's stated goal of providing solutions that enable businesses to become more profitable by simplifying and optimizing the process of getting paid.

### **About Check Assist**

Check Assist was founded in 1989 and is a full service ACH processing company offering payment-by-check solutions designed for small to mid-tier businesses. Check Assist customers span a variety of segments, including retail, government, education, utilities, telecom and banking. The Check Assist solution suite is marketed through a direct sales channel, ISOs/resellers, and strategic partners.

### **About Profituity**

Profituity was founded in 2010 with the vision of building a highly scalable business platform for driving significant value into small and medium sized business, while fostering entrepreneurship and delivering outstanding returns to all affiliated stake holders. The company focuses on investing in businesses that deliver superior B2B solutions through highly scalable recurrent revenue models.

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