

Media Inquiries:

media@firstviewfin.com



FOR IMMEDIATE RELEASE

Contact: Bob Pritchard, (912) 234-6030, bpritchard@firstviewfin.com

FirstView Names Cherie Fuzzell President and Chief Executive Officer

ATLANTA, GA (July 29, 2008) — FirstView, LLC has appointed Cherie Fuzzell, former chief administrative officer and general counsel of NOVA Information Systems, to the position of president and CEO. The appointment frees FirstView founder Joseph P. Meyer to focus on strategy and innovation, while Fuzzell devotes her extensive industry expertise to growing FirstView's consumer financial product and enterprise financial service businesses.

"FirstView has made great progress in addressing two rapidly growing, underserved markets, with over 400,000 prepaid debit cards issued last year and a steady stream of enterprises signing up for its online bill payment and related services," says Fuzzell. "What's different about FirstView is that the company utilizes in-house processing capabilities employing leading edge technologies to serve both the issuing and acquiring sectors of the transaction processing industry."

Before joining FirstView, Fuzzell served for over six years as a key executive at NOVA, the leading payment-processing company acquired by U.S. Bancorp for \$2.1 billion during Fuzzell's tenure (and now known as Elavon). As CAO and general counsel of NOVA, Fuzzell helped direct global operations, with broad responsibilities for the company's legal, human resources, mergers & acquisitions and training functions, among others.

Turning over day-to-day operations to Fuzzell enables Meyer, who remains chairman, to focus on the passion for product and service innovation that led him to found the company. "Cherie brings exactly the experience we need to put our operation in overdrive and exceed market expectations," says Meyer. "Having a CEO with significant leadership experience in payment processing, market expansion and mergers & acquisitions should ignite FirstView's opportunity in the market. I am now able to focus on my strong suits of developing new market solutions, strategically expanding our existing products and developing the long term strategy of the company."

About FirstView

With a suite of individual products and corporate services, FirstView is meeting the debit-card and payroll deposit needs of unbanked and underserved consumers as well as servicing a broad range of enterprises with mobile-enabled, online bill payment services. For more information, visit www.firstviewfinancial.com.

###