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John Fasano Joins FirstView as Chief Financial Officer

ATLANTA, GA (September 10, 2008) — Transaction processor FirstView, LLC announces that John Fasano has joined the company in the position of chief financial officer. A financial expert with over 20 years' executive experience, Fasano rose through the ranks of payment processing giant NOVA Information Systems, now known as Elavon, to become senior vice president of finance. At FirstView, Fasano will take a lead role in developing business and financial strategies to support the company's blend of issuing and acquiring transaction processing services.

"FirstView is uniquely geared to address high-growth, high-margin business opportunities that are typically overlooked by traditional transaction processors," says Fasano. "And because all services are delivered by in-house processing capabilities, FirstView is fully capable of delivering solution sets that are both flexible and tightly coordinated. It's a pleasure to join such an innovative, young company."

FirstView is known primarily for its Espree prepaid MasterCard and its FirstPoynt family of mobile-enabled, online bill payment services. With advanced processing capabilities, FirstView is able to offer its corporate customers a rich choice of services and solutions, from payroll cards for employees and affinity cards for partners to electronic processing of payments from businesses and consumers. One-stop outsourcing provides customers with close coordination across services while eliminating the need to develop processing infrastructure.

"FirstView's flexible service offerings have proven to be tremendously appealing to middle-market enterprises," says FirstView CEO Cherie Fuzzell. "John's proven expertise in accounting systems, settlement and financial reporting will ensure strength across all service offerings for this market, and we're delighted to welcome him to our executive team."

About FirstView

FirstView, LLC is an advanced transaction processing company with a balance of issuing and acquiring capabilities. Initially focused on meeting the debit-card and payroll deposit needs of unbanked and underserved consumers, FirstView developed additional transaction processing capabilities to address the similar processing needs of electronic bill payment. The resulting blend of consumer and corporate service capabilities enables FirstView to offer the industry's most flexible solutions for business-to-business and business-to-consumer transaction processing, with customers able to outsource from a single supplier a blend of services tailored to their specific needs. For more information, visit www.firstviewfinancial.com.

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