

## PRESS RELEASE

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Contact:

Michele Tivey

Cell: (203) 512-7178

Email: [MTivey@CNP-Solutions.com](mailto:MTivey@CNP-Solutions.com)

### **How Can Merchants Increase the Bottom Line Without Increasing Sales?**

RIDGEFIELD, CT (May 17, 2011) - Launching today, CNP-Solutions promises to deliver increased profits by using unique tools to recover lost revenue, decrease credit card declines and mitigate poor payment processing choices. The Connecticut consulting firm does this for merchants accepting credit card payments via card-not-present sales channels such as online, telephone and mobile payments.

#### **Top Acquirers, Processors and Merchants Inspire Confidence**

*"We are fortunate that the industry's top acquirers, processors and merchants whom I have worked with agreed to voice their support of us,"* said the firm's founder, Scott Tivey, *"The names appearing on our site will inspire confidence in what we do."* What they do, according to Mr. Tivey, is funnel a windfall of increases to a Merchant's bottom line profits through recovering lost revenue, decreasing declines and using other specialized methods. Monday's launch of [www.CNP-Solutions.com](http://www.CNP-Solutions.com) was announced to more than 2600 of Tivey's personal industry contacts.

#### **Scott Tivey Expert in Technology and Business for Card-Not-Present Merchants**

Scott Tivey, formerly with Synapse Group, Inc., a subsidiary of Time, Inc., spent the first half of his career building card-processing systems for the magazine subscription giant. He then went to a small, private niche consultancy before leaving to start his own shop. *"No other company in existence today,"* Tivey explains, *"can boast our level of experience on both the technology and the merchant side of the payments equation. I have designed and built the systems myself, and I've specialized in improving business operations recapturing or saving hundreds of millions of bottom line dollars for companies."*

#### **Individualized Assessments and programs Performed**

CNP-Solutions begins their engagement with their patent-pending Strategic Tool for Assessment of Revenue Streams, or S.T.A.R.S.<sup>®</sup> evaluation of a company's baseline. The assessment costs merchants between \$7,500 and \$100,000 depending on the size of the company, volume of payments processed and a number of other industry specific metrics. An individualized program is then generated, implemented and monitored by the company at fees starting as low as \$750.00 per month.

#### **Will Advise on Mobile, Social Networking and Plan to Expand**

In addition, CNP-Solutions will provide assistance with legal issues, lobbying, and within the very hot areas of mobile payments and social media. *"This is just the tip of the iceberg,"* Scott Tivey, Founder of CNP-Solutions says, *"in the weeks and months ahead, we will be exclusively leveraging our thousands of industry contacts for our merchant community."*

CNP-Solutions plans to expand next year into the technical side of payments processing systems and plans a Series A investment round to fund that expansion. # # #