



## iPayment, Inc. Announces New Initiative with Samsung Pay *Enabling incremental marketing exposure with SMB customers and resellers*

New York, NY – June 2, 2016: iPayment Inc., a premier provider of payment solutions and processing services, announced a new initiative with Samsung Pay, a leading mobile payment service from Samsung Electronics. The initiative will leverage iPayment’s relationship with small to medium-sized business (SMB) owners, and the resellers who service them, to enable and promote Samsung Pay acceptance in their respective businesses. As part of the relationship, iPayment’s SMB customers will be able to access on-demand educational sessions and order a free Samsung Pay Merchant Kit via iPayment’s industry-leading iAccess customer engagement portal.

“With iPayment’s longevity in payment processing and merchant services and their broad reach of over 150,000 SMB customers, they are an important company for us as we work to expand Samsung Pay acceptance in the SMB marketplace,” said Will Graylin, Global Co-GM, Samsung Pay. “An initiative with iPayment provides us with the critical ‘last mile’ in educating the SMB customer around our technology and how Samsung Pay works and helping us to facilitate point-of-purchase promotion around Samsung Pay acceptance with the SMB owner.”

“A key element of our value proposition for our direct SMB clients as well as our resellers and referral partners is our ability to ensure that we’re continuously ahead of the latest technologies. That’s especially true within the current state of evolution occurring in the payments space,” said Greg Cohen, Co-President, iPayment, Inc. “Samsung Pay is just one example of new initiatives we’re cultivating to help our customers stay ahead of the curve with new technologies and alternative payments.”

### **About iPayment**

iPayment is a premier provider of payment solutions and processing services in the U.S. With over 17 years of experience and 150,000 SMB customers, the company is consistently recognized for its reputation, flexibility, and transparency. From new product innovation to customer service satisfaction, iPayment is an organization focused on small business enablement and delivering relevant and impactful services and solutions that help our partners and SMB customers sustain and grow their individual businesses. For more information on iPayment, please visit <http://www.ipaymentinc.com>.

### **About Samsung Pay**

Samsung Pay, a mobile payment service from Samsung Electronics, is simple, safe and works almost anywhere you can swipe or tap your card. Combining near-field communication (NFC) with Samsung’s proprietary magnetic secure transmission (MST) technologies, Samsung Pay provides consumers a way to pay almost anywhere you can swipe or tap a card. Samsung Pay continues to strategically expand its partnership ecosystem for Samsung Pay to provide greater flexibility, access, and choice for customers while enabling an easy and safe payment experience. Samsung Pay is compatible with select cards and Samsung devices, and leading wireless providers. Visit [www.samsung.com/pay](http://www.samsung.com/pay) to learn more.

### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at [news.samsung.com](http://news.samsung.com).