

FSI MERCHANT SERVICES, LLC CHANGES NAME TO ON THE MARK PAYMENTS, LLC

Clark, NJ, July 24, 2014 . . . FSI Merchant Services, LLC, a provider of customized electronic payment solutions for financial institutions and their customers, announced that it has changed its name to On The Mark Payments, LLC., effective August 1, 2014.

The name change is reflective of the company's deliberate and long-term strategy to respond to growth projections, realize greater market position and ultimately align with and strengthen existing synergies with On The Mark Communications, LLC and its products and services. On The Mark Communications is a full-service design and marketing company serving a variety of industries, including financial services and banking. Presently, each company will maintain independent ownership, as well as managerial and operational autonomy.

The company name change follows the recent relocation of the company's corporate offices to Clark, NJ. On The Mark Payments and On The Mark Communications now share the recently-renovated 6,000-square-foot office building purchased earlier this year by OTM Holdings, a real estate holding entity collectively held by each company's respective principals.

"This change marks an exciting and new direction for our respective companies, which advances a comprehensive cooperative strategy intended to not only significantly benefit each company, but more importantly deliver an enhanced value proposition to each company's existing and prospective clients," said On The Mark Payments' Chairman and CEO Dick Spigai.

On The Mark Payments, LLC provides customized electronic payment solutions to financial institutions and their commercial customers through an innovative and aggressive agent bank program that supports a wide range of card-based payment options, including major credit cards such as Visa®, MasterCard®, Discover® and American Express®. On The Mark Payments also delivers comprehensive point-of-sale PIN-based and signature debit card processing solutions, electronic check acceptance solutions, mobile and online processing, available next day funding and gift and loyalty card program solutions. Industries served include retail, restaurant, government, education, e-commerce and healthcare. For more information, visit www.OnTheMarkPayments.com

On The Mark Communications is a full-service, award-winning marketing communications firm specializing in creative services and the development, management, and implementation of customer-focused marketing programs. Since 2000, OTM has provided clients from a variety of industries nationwide a comprehensive product and service portfolio that includes creative concept development, consultation and strategy, graphic design, printing and mailing, SEO, copywriting, website development, online marketing and e-messaging. OTM provides marketing solutions to financial institutions, retailers, non-profits, colleges and universities, and service companies / organizations nationwide. For more information, visit www.OnTheMarkCommunications.com, or www.facebook.com/teamOTM.