

# In The News



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### **Contact:**

**Brian L. Cooper,**  
President/CEO

## **Value Exchange Corporation Ends 2011 with Rapid Growth ---- Achieves \$150,000 Community Donations Goal----**

Nashville, TN—Value Exchange Corporation ended 2011 on a roll...with aggregate card processing volumes increasing to a record 169% to \$409 million for the year, and corresponding revenue growth in excess of \$1.8 million, equating to approximately 61%.

Along the way, Value Exchange achieved a very different milestone which was just as important to all of its associates: Called "Community Share", the company has a goal of donating an amount equal to or exceeding 10% of its annual profitability to charitable organizations to benefit the communities where it does business. By December 31, 2011, Value Exchange had contributed over \$150,000 in cash contributions in a three year period to a number of non-profit organizations in its footprint (most are also direct customers of Value Exchange by using them for accepting credit card donations at significantly reduced rates). Such organizations included: Nashville Rescue Mission, Lexi House of Alabama, Huntsville Downtown Rescue Mission, Christ the King School in Nashville, Tee Up for Tots, Amphi Foundation, Arts and Animal Foundation of Tucson, among numerous others.

Value Exchange as a company also sponsored several events and/or its associates to participate in the events directly, in order to have "hands on" service back to the community; these activities included events such as golf tournaments for Make A Wish, fundraising dinners for Feeding the Homeless, bowling marathons for Junior Achievement, and Race for the Cure, among others.

"Sadly, today's business culture has been slowing migrating away from direct community service and contributions, favoring short-term approaches for fast profits," says Brian L. Cooper, President and Chief Executive Officer, Value Exchange Corporation. "One of our founding values at Value Exchange has always been to actively participate in and donate to the communities where we do business. Not only do we feel it represents the right thing to do, it also comprises a successful business strategy—one built on long-term success with our merchant clients, our financial institution partners, and the communities we live in to cultivate pride and strong relationships. As Value Exchange continues to grow, so will our presence in the communities we serve".

### About Value Exchange Corporation

Value Exchange Corporation is one of the nation's premier electronic payment processors in the U.S., named into the "Top 100" merchant processors based on volume (March, 2011 Nilson Report). Value Exchange provides state-of-the-art merchant processing solutions to community and regional financial institutions located in the high growth southern states "sunbelt" region stretching from Arizona to the Florida coast.