



FOR IMMEDIATE RELEASE

Infintech and The Business Backer Partner to Offer Customized Financing and Payment Processing Services

(Cincinnati, Ohio) February 3, 2013 – Infintech and The Business Backer are pleased to announce a formal partnership. Two of Cincinnati’s most entrepreneurial financial services companies are partnering to provide customers clear and transparent business loans from The Business Backer in conjunction with low credit card transaction fees from Infintech.

“Infintech’s transparent and competitive payment processing services provide an advantage to The Business Backer’s customer base,” said Jim Salters, CEO at The Business Backer. “It is core to our revolutionary approach to Small Business financing, that we connect our customers with partners that will help them thrive now and in the future. Often our customers are paying more than they should for credit card transactions. By introducing our customers to Infintech, we can save them money and help make their company healthier.”

“Both of our companies were founded by entrepreneurs so we understand the challenges that business owners face with finding transparent funding solutions,” said Ryan Rybolt, president of Infintech, LLC. “By partnering with The Business Backer, we are able to offer our clients access to working capital from a trustworthy source. Their expertise and unique underwriting process provide greater access to available funding options.”

The Business Backer and Infintech take pride in serving businesses as partners that put the customers’ best interest first by providing clear, best-in-class funding resources and cost-saving transaction fees. With this partnership, each company is expanding the suite of services available to businesses.

The Business Backer has funded 5,000 companies with \$150M since 2007.

Infintech and The Business Backer have both been listed on the Inc. 5000 list of America’s Fastest Growing Private Companies for several years. Both companies have also been recognized by the Better Business Bureau (BBB) with the Torch Award for Marketplace Ethics.

About Infintech

Ranked as one of Inc. Magazine's Fastest Growing Companies, Infintech was founded on the principles of offering the very best in the latest payment technology and industry expertise through an expansive network of representatives. Payment processing solutions include retail, commercial and purchasing cards, mobile and online processing. Infintech supports integration with nearly all ERP and POS systems, smartphone platforms and e-commerce and shopping cart providers. Visit www.infintechllc.com for more information.

About The Business Backer

The Business Backer LLC, headquartered in Blue Ash, Ohio, provides customized funding solutions and advice for small and medium sized businesses. The Business Backer looks beyond credit scores and complex mathematical models to understand a business's situation, goals and potential beneath the surface. This revolutionary approach to underwriting, combined with a team of expert advisors, has allowed The Business Backer to secure more \$150 million in funding for thousands of small businesses across the United States. Founded in 2007, The Business Backer has been recognized as an Inc. 500/5000 company for two years in a row and has received numerous local and national awards for growth, ethics and leadership. Learn more at www.businessbacker.com.