electracash

FOR IMMEDIATE RELEASE:

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ELETRACASH UNVEILS AGGRESSIVE NEW RESELLER PROGRAM

Signal Hill, CA. May 31, 2005- Today, Electracash, Inc. (www.electracash.com), a leading provider of Internet payment processing services, unveiled a comprehensive new Affiliate Program targeted to electronic payments Resellers interested in adding value to their relationships. Offering eChecks to e-Retailers, online B2B service providers, and recurring billers for online purchases and payments presents a wide open opportunity for payments Resellers to make money.

The substantial market demand for eCheck acceptance from both consumers and merchants is proven in statistics: according to NACHA (the organization that governs ACH in the U.S.), nearly one billion ACH debit payments totaling over $300 billion were initiated over the Internet in 2004. Electracash's new Affiliate Program presents marketing tools, training programs, and customer support that empowers Resellers to cash in on this high growth in Internet eCheck payments.

Jody Hancock, Channel Development for Electracash states, "Electracash offers generous revenue sharing to Resellers as well as aggressive pricing to merchants. In addition to delivering excellent merchant support and quality customer service, we are set apart from other Reseller programs by three primary features: flexible compensation options, multi-tier reporting, and prompt payment."

With the flexible compensation options, Electracash offers a choice of buy rate and/or commission plans. Their tracking and multi-tier reporting allows Resellers to access the status of their merchant accounts at any time, including the activity and balances of their down-line sales agents. Additionally, Resellers can choose to have their independents paid directly by Electracash. Reseller organizations can set their accounts up whichever way works best for them and then watch the money roll in.

"The greatest thing about this market is that it is wide open, with tremendous demand from multiple merchant industries. Our merchants have seen an increase in sales of as much as twenty percent after offering the eCheck option to their customers," adds Hancock. "Resellers have had to compete head-to-head in the saturated credit card market. With eChecks, the demand is huge, so there is no fighting for new business."

Electracash applies state-of-the-art processing and conscientious risk management practices to its services, and are early to implement new processes that continue to improve the evolving Internet check marketplace. For more information on how your business can resell valuable eCheck services, visit www.electracash.com, contact them directly toll-free at 888-310-7312, or email sales@electracash.com.

About Electracash

Electracash, Inc. is a leading provider of Internet payment processing services, offering businesses the ability to accept eChecks and make Direct Deposits in the US and Canada, and to initiate wire transfers around the globe, for both business and consumer transactions. Electracash products give merchants of all sizes flexible and reliable payments solutions.

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