



As a Board member of the Motorcycle Industry Council (MIC), I am pleased to recommend this program, because it saves you money by reducing operating expenses and increasing profitability.

How? The MIC, in conjunction with 1st Payment Systems, enables MIC member companies to take advantage of low, wholesale rates on MasterCard/Visa processing based on the collective annual sales volume of our members, dealers and retailers. It's just one example of how the entire industry – through the MIC – can work together for extremely profitable results. Your business is guaranteed lower rates. Period.

The MIC's bankcard processing program has met an enthusiastic response. Its success has been equally dramatic: To date, more than 2,000 Powersports businesses have switched to our processing, with combined annual estimated savings of over \$1 million. Depending on your sales volume, you could save thousands annually, and that's profit that stays in your pocket. In addition, as a result of the program's success, Visa and MasterCard will fund over \$75,000 back into our industry this year for industry growth initiatives based upon program participation.

With extensive industry experience, 1st Payment Systems has earned a reputation for consistently meeting the needs of the Powersports industry. Our agents are available around the clock, every day of the year, to service your needs. Your money is deposited in your local bank with 48 hours, and you are guaranteed virtually zero downtime. They will reprogram your existing credit card terminal, update your software banking information, or you can upgrade to a newer faster terminal or software at wholesale prices. These exceptionally low rates and special benefits are available only to the qualified MIC member companies and their dealers, and only through this program.

Profitability is vital to operating a successful business. And increased profitability means more dollars to reinvest in your business, which benefits the entire industry. So please take advantage of this timesaving, profit-building opportunity. Work closely with your 1st Payment Systems account representative to maximize the program's value to your business.

For a limited time, you can take advantage of this industry wide benefit by simply calling toll free **1-800-358-2763**. They can provide you a free no obligation cost analysis over the phone.

You can be up and running with your new savings instantly.

A handwritten signature in black ink, appearing to read "Frank Esposito".

Frank Esposito
President, Global Motorsport Group, Inc.