



FOR IMMEDIATE RELEASE:

New York Independent Automobile Dealership Selects Freedom Merchants as its Premier Partner for Merchant-Services to All Dealerships

New York, NY - November 10, 2017 – The New York Independent Automobile Dealers Association (NYIADA) of New York State has selected Freedom Merchants Corp. as its Premier Partner provider of Merchant-Services to all of its 6,000+ independent dealerships.

Under the terms of the two-year agreement, Freedom Merchants will deliver best-in-class Payment-Processing services to all Dealerships with a package offering including the latest Chip-terminals, online Checkout Pages, online reporting, and cutting-edge Chargeback Management services.

Paula Frendel, Executive Director of NYIADA, said of the agreement, “We are thrilled to have found a Payment-Processing company right here in New York who has the best-in-class technology and services for our 6,000+ dealerships. Freedom Merchants has been a bold burst of fresh air for our Association as we continue to add even more compelling perks for our members.”

For Freedom Merchants this represents a strong validation of its progress in the marketplace, solidifying its position as the leading omni-channel Payments solution for today’s auto dealerships. Ben Prusky, CEO of Freedom Merchants, said of the agreement, “We couldn’t be happier to work with an organization of the quality of NYIADA and Paula, Fred and the entire 6,000+ Dealer network. We’re excited to get each and every Dealership the terminals they need, the service they need to help mitigate lost Chargebacks, our Checkout Page technology, and more.”

With the ongoing changes in the Chip-terminal marketplace and recent adjustments by Visa, Mastercard and American Express relating to Chargeback timeframes, this agreement will be a welcome relief to the Independent Dealers around the New York State.

“So far, we have truly been wowed by the team at Freedom Merchants. We are very excited for all of our Dealerships to go through the experience that we have had with them.”

The agreement will last until November 2019.

About New York Independent Automobile Association

The New York Independent Automobile Association is New York State’s #1 and oldest industry resource and advocate for the 6,000+ independent Auto Dealerships around the state. It accumulates, processes and disseminates information relative to the motor vehicle industry.

About Freedom Merchants Corp

Freedom Merchants Corp is a privately-held merchant-services and technology provider and the #1 top-ranked integrated payment-processor with Intuit QuickBooks Online. Its merchant-accounts power restaurants, retail stores, educational institutions, Non-Profits, automobile dealerships, and thousands of

B2B businesses in over 32 states. It has proprietary technology allowing co-synchronous data-integration with many of the most popular software programs around.

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