First Data

Memo

TO: Valued Merchant **DATE:** 09.25.08

FROM: First Data **SUBJECT:** EFSnet Platform Retirement

URGENT – PLEASE READ

Dear Valued Merchant:

This announcement is intended to provide notice to First Data's merchant community of the planned retirement of the EFSnet platform, in favor of superior technical solutions. You have been identified as a user of EFSnet and we look forward to working with you to migrate successfully to the appropriate solution(s). This notice will provide you with initial information about EFSnet retirement, including the overall retirement date and what changes you can expect based on your processing characteristics.

The company's goal is to migrate all merchant accounts off EFSnet no later than **March 31, 2009.** We believe the solutions that will be available to you will offer you both feature and performance improvements over the EFSnet platform.

Your migration plan will largely be a function of how you use EFSnet today:

> Our records indicate you use our **"EFTManager"** controller with your register system for payments processing. In order to prevent any disruption in your high speed transaction processing, we will need to perform a quick upgrade to your EFTManager software. A member of our Technical Support Staff will be contacting you to schedule a time to perform this system upgrade. The entire upgrade should take less than 10 minutes at no cost to your business. Since your location has dial back-up, there will be no impact to transaction processing during the upgrade process.

Please refer to the *EFSnet Retirement Frequently Asked Questions* sent with this memo to help you understand First Data's rationale for retiring the EFSnet platform, the enhanced features of the alternate solutions, and how this change will ultimately support your business. Please do not hesitate to contact your account or relationship manager if you have any other questions.

Sincerely,

First Data
Technical Support Staff

Please note that the information contained herein is subject to change.