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## **Century Payments Joins Mission to Help Save Animals**

**NEW YORK, September 22, 2010** – Century Payments, Inc. today announced a new three-year partnership with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®), and is looking for business owners to join the mission to help save animals. Century Payments, an emerging leader in the credit card processing industry, is expanding its Every Swipe Counts program to benefit the ASPCA. For each new merchant that participates in the program, Century Payments will make a donation of \$25 to the ASPCA, and in addition, when consumers shop at participating merchants and use either a credit or debit card at the checkout counter, Century Payments will also donate 3% of the ongoing net revenue realized from each card transaction.

“Shopping is something people do every day, but rarely does a merchant have a simple tool at their checkout counter to make a difference for at-risk animals,” said Elysia Howard, Vice President of Marketing & Licensing for the ASPCA. “When so many customers are pet lovers, it’s wonderful to know that their purchases are helping rescue animals from cruelty and neglect. And the more merchants that participate in the program, the more animals we will be able to save.”

“We’re very excited to be partnering with the ASPCA,” said Robert Wechsler, CEO of Century Payments. “The Every Swipe Counts program gives us the opportunity to help business owners turn every credit and debit card sale into support for the amazing work of the ASPCA.”

Century Payments will make a minimum annual donation of \$100,000 to the ASPCA. Business owners are not charged to participate in the program and receive free ‘Every Swipe Counts’ promotional signage to display in their businesses.

For more information about the Every Swipe Counts program, and how to participate, please visit [www.everyswipecounts.com/ASPCA](http://www.everyswipecounts.com/ASPCA).