



# PRESS RELEASE

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## **AAMA ANNOUNCES NEW MEMBER BENEFIT**

***ASSOCIATION PARTNERS WITH SERVICE FIRST PROCESSING, (SFP) TO OFFER MEMBERS CREDIT CARD PROCESSING SERVICE DESIGNED TO DRAMATICALLY LOWER FEES. THE PROGRAM INCLUDES ANNUAL REBATES.***

**Elk Grove Village, IL – April 18, 2022** - The [American Amusement Machine Association](#), (AAMA) has a new benefit program with potentially thousands of dollars of savings on annual credit card processing fees.

### **About the SFP Program**

Processing fees are a necessary evil for any business accepting credit cards for payment. How much a company is charged depends on various factors, including the service provider they select, the type of cards they accept, and the way they accept these transactions.

What if there was a way to mitigate your fees and make your credit card transactions less prone to fraud while receiving an annual rebate.

Enter SFP. SFP works with over 55 trade associations to offer their members a transparent way to reduce the risk of individual credit card transactions through the utilization of proprietary software. SFP works with a vast amount of accounting, management, inventory, or even proprietary systems meaning your implementation of credit card processing is seamless, and you will not have to change your business processes.

Whether your company accepts face-to-face transactions, mail order/telephone orders, or even e-commerce payments, SFP has solutions for you. As the payment processing industry evolves, SFP is committed to ensuring all merchants meet the highest PCI DSS compliance and EMV standards. With their unmatched customer support team, you can feel safe accepting credit card payments in any environment.

“Early beta testing far exceeded the expectations we had when we were considering partnering with SFP to provide this member benefit,” said AAMA’s Business and Finance Manager, Tina Schwartz. “SFP was able to show test-subject companies potential annual savings ranging from a low of \$2,400 to a high of over \$170,000 and that’s before any rebates. It’s almost a certainty any member that enrolls in this program will enjoy savings that will at the very least, cover their annual membership dues”

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### **About Getting Signed UP for the SFP Program**

AAMA members are eligible for a free, no obligation evaluation of their credit card processing history by SFP. SFP has been able to demonstrate an average savings of 15% to those companies that elect to sign up for the program. In addition, SFP has committed to beating or matching any verified merchant processing quote that an AAMA member receives .

SFP will provide all necessary loner equipment free of charge to integrate their solution.

Other program features include:

- A dedicated helpline, (855) 632-9862 for AAMA members where you'll always get a live person when you need it most
- Free and enhanced online reporting
- A 10% annual rebate
- 60-day trial period / 90-day pilot program for Members new to credit card acceptance

To start your free evaluation, call SFP at (855) 632-9862 or visit [www.sfprocessing.com/AAMA/](http://www.sfprocessing.com/AAMA/).

### **About AAMA**

The American Amusement Machine Association (AAMA) is an international not-for-profit 501(c)6 trade organization representing the manufacturers, distributors, suppliers, professional service providers and location owner/operators for the coin-operated amusement industry. Our mission is to preserve, protect and promote our industry through legislative advocacy, education, events, networking and member programs.

### **About SFP**

Service First Processing (SFP) provides credit card and electronic payment processing for businesses. We strive to achieve an unequaled standard of excellence in our industry by providing personalized service. We serve to reduce your company's costs, ensure data security, and enhance efficiency. A partnership with SFP means that your account is setup correctly and is constantly maintained and adjusted to keep pace with the ever-changing industry. We facilitate reliable and predictable payment processing with every transaction.

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