

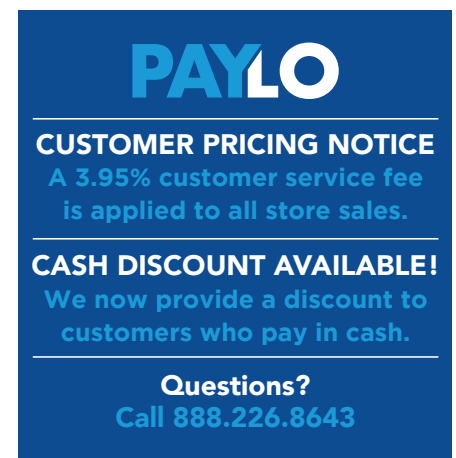
REGULATIONS OF CARD PROVIDERS, STATE LAW & FEDERAL LAW

By uniformly assessing a set service fee across all products and payment types, merchants utilizing the PayLo Program meet the standard regulations set forth by all major card service providers, state law and federal law. As part of our regular standard list product pricing a small service fee (much like an automatic service gratuity applied in some dining locations) is assessed on ALL sales regardless of how payment is made including checks, cash, credit-debit cards, gift cards, etc. As stated in the Durbin Amendment §124.STAT.2073, 9b2 (www.napcp.org/page/DurbinAmendment) businesses are permitted to offer a discount to customers as an incentive and to encourage customers to pay by alternative methods other than a credit/debit cards including either checks or cash in order to automatically receive a discount which is applied at the time of sale.

Please understand it makes no difference whether a PIN was entered or not. Under the Durbin Amendment there is no distinction between using a PIN or not and if the card is a bank debit card it is always considered a debit transaction – with or without a PIN number and never would such a transaction be considered a credit sale.

As of January 27, 2013 several Card industry changes went into effect with regards to the credit card company's federal class action litigation settlement. The settlement requires Visa and MasterCard to change some rules for merchants who accept their cards, including allowing merchants to “offer discounts to customers who pay with payment forms less expensive than Bank Debit cards”.

Clear and conspicuous signage is required by law to be displayed at the business entry point and at the point-of-sale to easily and accurately explain the discount program payment options – if a customer chooses to pay with cash or check the service charge is discounted. The customer service fee or discounted amount must be present on any generated receipts from the transaction. SignaPay also suggests verbally offering the customer a discount for cash payment. PayLo service fee program automates the service fee process by applying the customer service fee at the time of sale or removing the fee if the buyer pays in cash. The software behind the PayLo service fee program has been vetted and approved by all major credit card providers.



PAYLO

CUSTOMER PRICING NOTICE
A 3.95% customer service fee
is applied to all store sales.

CASH DISCOUNT AVAILABLE!
We now provide a discount to
customers who pay in cash.

Questions?
Call 888.226.8643

(Example of signage sticker)

