



**TRANDOTCOM**<sup>SM</sup>  
TRANSACTION MANAGEMENT SOLUTIONS

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**FOR IMMEDIATE RELEASE**

## **CARSON ASSUMES PRESIDENT/COO POST**

KENNESAW, GA – January 23, 2012 – TranDotCom Solutions of Kennesaw Georgia is pleased to announce the promotion of Chris Carson to the role of President/Chief Operating Officer. Mr. Carson has been serving as TranDotCom’s Executive Vice President and COO since 2006, and assumes his new role effective immediately.

Carson has 20 years experience in lending, operations and technology organizations in both Fortune 500 and entrepreneurial growth environments. Prior to joining TranDotCom, Carson co-founded and served as EVP and General Manager of Enticent (formerly PlanetJam Media Group). He led Enticent’s growth from a venture capitalized start-up to the leading provider of turn-key database, email and loyalty marketing programs for media companies. Carson holds an MBA from Kennesaw State University, with dual concentration in Entrepreneurship and Operations, and a B.S. in Mechanical Engineering from Tennessee Technological University. He is also certified as a Six Sigma Process Improvement Black Belt.



“Chris has demonstrated outstanding operational management skills and has helped us develop and execute on initiatives that enable our clients to improve their efficiencies, grow their business and expand profitability. I have confidence that his leadership will help us achieve even higher levels of client service and product innovation in the future,” acknowledged Joe Fitzpatrick, TranDotCom Founder and CEO in making the announcement.

With Carson’s promotion, Fitzpatrick will continue in the role of CEO and will focus on developing strategic direction, driving top line opportunities, and client interaction. Carson will assume general management functions for TranDotCom, continue to oversee day-to-day operations, and focus on driving overall growth.

TranDotCom Solutions is a leader in automated consumer finance transaction processing, providing a full range of consulting, software, support and transaction processing services which allow lenders to be more profitable and highly efficient. TranDotCom Solutions understands and specializes in all components of consumer finance lending including payday advance and line-of-credit products. TranDotCom pioneered the industry’s first web-based transaction management system and has been processing transactions since 2000, supporting storefront and online lenders in the United States, Canada, and the United Kingdom.

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