



TRANDOTCOMSM
TRANSACTION MANAGEMENT SOLUTIONS

Contact: Andrew Rains
P/ 678-433-1200 x1209
E/Andrew.Rains@tdcemail.com

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TranDotCom POSTS 2009 GROWTH IN SHORT-TERM LENDING SEGMENT *Management Team Focus, Employee Longevity, and Company's Solid Financial Footing Cited as Contributing Factors*

KENNESAW, GA – February 26, 2010 – While 2009 was a challenging year for most businesses, particularly those in technology segments, TranDotCom Solutions of Kennesaw Georgia has posted strong sales results for the year. As a leading software and solutions provider to the consumer finance market, the company recently released data reporting growth both within its existing customer base and from new customers over 2008 levels.

“The year started out slowly; mostly due to overall economic conditions as well as regulatory uncertainty in our segment,” according to Joseph Fitzpatrick, Founder and CEO of TranDotCom. “However, in the third and fourth quarters we witnessed dramatic increases in both transaction volume as well as new sales, particularly with our short-term lending solutions,” he continues. Fitzpatrick also attributes TranDotCom’s 2009 success to its management team that strategized key market opportunities, its experienced and dedicated employees, and the company’s solid financial positioning.

With store economics declining for many ‘brick and mortar’ operations, TranDotCom was well positioned to help lenders migrate or expand their business models from storefronts to Internet presence, and online initiatives became a management priority.

“We saw a significant shift towards online lending, and we have continued to see online business models grow at a fast rate,” says Andrew Rains EVP Marketing and Sales.

TranDotCom has been supporting lenders since 2000, and one of the hallmarks of its service has been its experienced, knowledgeable employees. These dedicated professionals know the marketplace, can anticipate a customer’s needs, and offer thoughtful solutions.

“Employee retention has been instrumental to our success,” maintains Chris Carson, EVP and COO. “We have a seasoned team, with our employees averaging 3.8 years of experience with us, which is high in a technology segment,” he contends.

As Rains and Carson focus on day-to-day operations and drive the company’s recently launched Line of Credit (LOC) product, Fitzpatrick is looking ahead. “With the strides that we made 2009 and the success of our product launches, I am excited about seeking out new strategic opportunities for TranDotCom,” he asserts.

In 2009 TranDotCom expanded its presence both geographically and within its product segment. The company launched its ASP short-term loan product in the United Kingdom and found lenders there facing favorable market conditions in a developing segment with, low marketing costs and less regulation. The LOC product was introduced to provide an innovative product to lenders seeking to differentiate themselves. The product provides lenders with a small-dollar offering that can compete more effectively in a demographically broader market. LOC also offers consumers the potential of larger loan amounts and longer terms vs. a traditional short-term loan product.

About TranDotCom Solutions, LLC

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 competitive and highly efficient. TranDotCom Solutions understands and specializes in all of the 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. TranDotCom may be reached at 678-433-1200 or sales@tdcemail.com.