



BRAND LICENSING OVERVIEW

PROGRAM 1

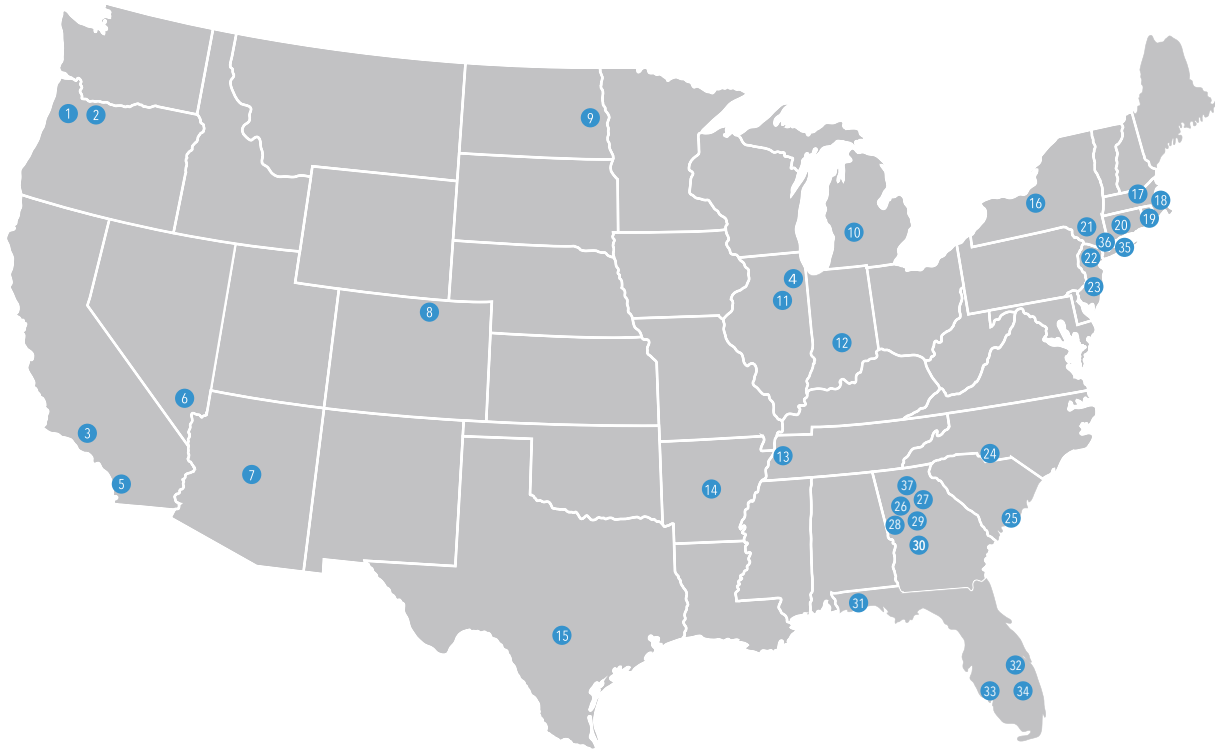
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OUR BRAND GROWS DAILY.

PRIORITY BRANDED OFFICES



- | | | |
|--|-------------------------------------|--|
| 1 PRIORITY PAYMENT SYSTEMS WEST | 13 PRIORITY PAYMENTS MID SOUTH | 26 PRIORITY PAYMENTS CENTRAL SOUTH |
| 2 PRIORITY PAYMENT SYSTEMS PACIFIC NORTHWEST | 14 PRIORITY PAYMENT SYSTEMS CENTRAL | 27 PRIORITY PAYMENT SYSTEMS NORTH ATLANTA |
| 3 PRIORITY PAYMENTS I-10 | 15 PRIORITY PAYMENT SYSTEMS SOUTH | 28 PRIORITY PAYMENT SYSTEMS SOUTHEAST |
| 4 PRIORITY RECOVERY SOLUTIONS | 16 PRIORITY PAYMENTS UPSTATE NY | 29 PRIORITY I.S. & PRIORITY PAYMENT SYSTEMS EAST COAST |
| 5 PRIORITY PAYMENT SYSTEMS RSM | 17 PRIORITY PAYMENTS EAST | 30 PRIORITY PAYMENT SYSTEMS WASH |
| 6 PRIORITY PAYMENT SYSTEMS SOUTHERN NEVADA | 18 PRIORITY PAYMENTS NEW ENGLAND | 31 PRIORITY PAYMENT SYSTEMS GULF COAST |
| 7 PRIORITY PAYMENT SYSTEMS TECH PARTNERS | 19 PRIORITY PAYMENTS NORTHEAST | 32 PRIORITY PAYMENTS FLORIDA EAST COAST |
| 8 PRIORITY PAYMENTS DENVER | 20 PRIORITY PAYMENT EAST | 33 PRIORITY PAYMENT SYSTEMS SOUTH FLORIDA |
| 9 PRIORITY PAYMENT SYSTEMS GREAT PLAINS | 21 PRIORITY PAYMENT PARTNERS | 34 PRIORITY PAYMENT SYSTEMS ATLANTIC |
| 10 PRIORITY PAYMENT SYSTEMS OF MICHIGAN | 22 PRIORITY PAYMENT SYSTEMS LOCAL | 35 PRIORITY PAYMENTS LI |
| 11 PRIORITY PAYMENT SYSTEMS MIDWAY | 23 PRIORITY PAYMENTS SYSTEMS METRO | 36 PRIORITY PAYMENTS EASTERN SERVICES |
| 12 PRIORITY PAYMENTS MIDWEST | 24 PRIORITY PAYMENT SYSTEMS XBS | 37 PRIORITY PAYMENT SYSTEMS I.S. |
| | 25 PRIORITY CC (CHARLESTON SC) | |

53
REGISTERED ISO'S / EXECUTIVE PARTNERS

37
PRIORITY BRANDED OFFICES

PROGRAM 1

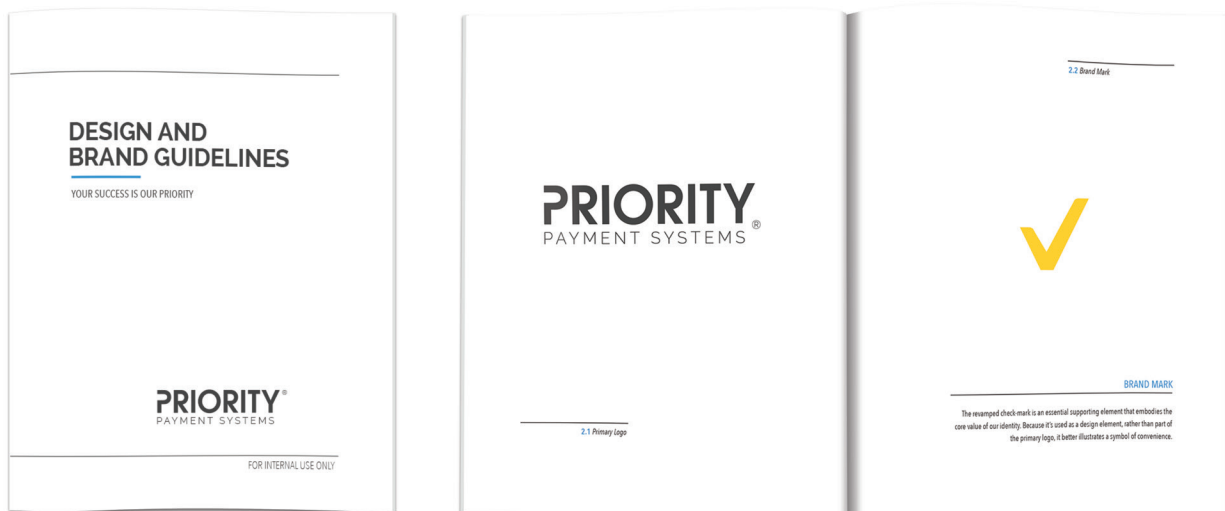
1.1 PRIORITY BRANDED AGENT OFFICE NAME AND LOGO

OVERVIEW

- Select Office Name
- Create Logo

SCOPE OF WORK

- Determine Priority Agent Name and the associated domain name. Compliance regulations require names to consist of city, state, region or geographic locations.
- Brand office guidelines, approved typefaces, colors, icon set and logo files provided.



1.2 PRIORITY MIRRORED WEBSITE DESIGN AND DEVELOPMENT

BENEFITS

When you adopt a Priority Branded office name, you're immediately part of Priority's reputation as one of the fastest growing payment technology companies in the U.S. Better yet, you also have access to a powerful mirrored website that includes a full suite of product information, videos, industry insights, training, webinars and robust marketing resources.

And you'll never have to worry about updates! As Priority adds product offerings and marketing materials to *prioritypaymentsystems.com* your branded website is also updated in real time.

OVERVIEW

Create A Mirrored Website with customization in accordance with the Brand Licensing Agreement and Brand Guidelines

SCOPE OF WORK

- Priority Branded Agent Office logo will be applied to all website templates
- Web Lead Generation forms will be sent directly to Agent
- Local Bio's & Headshots
- Local About Us
- Linked Facebook, Twitter and LinkedIn icons
- 3-4 hours of maintenance & updates included in the first year of the agreement

The registration of e-mail address (if different from domain name registration) and coordination between Branded Agent Office in the initial setup of email using the domain name and email addresses registered by Priority and licensed to Licensee, web hosting and management is included.

Priority will not host you email service but will coordinate with your office's preferred third party email service provider (Gmail, Yahoo, etc.) to enable using the Priority registered domain name and email address that is licensed under your agreement.



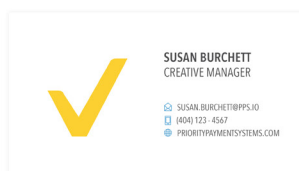
1.3 PRIORITY MARKETING RESOURCES

OVERVIEW

Provide Priority digital marketing collateral rebranded for the Priority Branded Agent Office in accordance with the Brand Licensing Agreement and Brand Guidelines.

SCOPE OF WORK

- Business Card Template
- Stationary Template
- Powerpoint Template
- Product Guide
- Branded Product Resources
- 2 Custom Marketing Pieces



1.4 PRIORITY MARKETING SUPPORT & CONSULTATION

BENEFITS

Why hire additional staff or consultants when you can leverage the experience and insight of Priority's Marketing professionals? Priority's Marketing Team will provide you with guidance and support and share successful Priority strategies.

OVERVIEW

The Priority Marketing Team provides strategies that help you to effectively sell your brand.

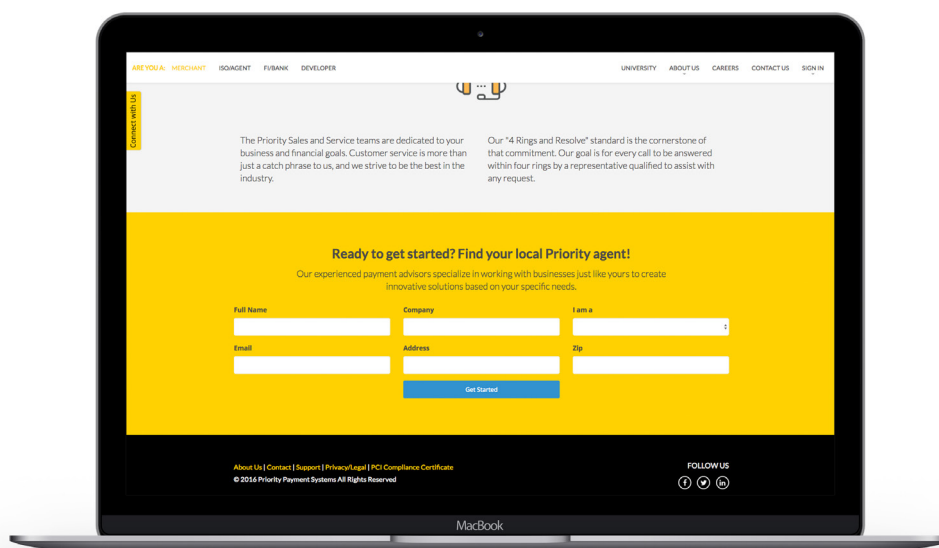
SCOPE OF WORK

10 Hours of consulting with Priority's Marketing Team to include conference call and meetings as needed to discuss and implement your marketing plans.

1.5 PRIORITY LEAD GENERATION PROGRAM

BENEFITS

Qualified leads will come straight to you without the time or manpower normally required to obtain them. Leads that come through Priority have a higher probability of being solid Merchants.



PROGRAM 2

2.1 REGISTERED ISOS

BENEFITS

Leverage Priority's marketing collateral, copy and creative templates and save time and money!

OVERVIEW

As a Registered ISO with Priority you have the ability to leverage our existing marketing materials and content - all modified with your logo, company colors and contact information. All marketing materials will include the appropriate legal disclaimers and will not include Priority specific tagline (ie, Your Business is Our Priority, 4 Rings and Resolve, etc.)

SCOPE OF WORK

- Business Card Template
- Stationary Template
- Branded Product Resources
- Product Guide