



PRESS RELEASE

Data Age – Makers of PawnMaster Named NPA Industry Partner of the Year

Largo, FL- July 28, 2010 - Data Age Business Systems (Data Age), a leading provider of Financial Transaction Software Solutions, including the PawnMaster software program, was named the National Pawnbrokers Association (NPA) Industry Partner of the Year at the annual conference held in Las Vegas, July 20-23, 2010.

During the annual membership meeting and luncheon held on Tuesday, July 20th, Data Age's President, Tom Streng, accepted the award from Dave Crume, President of the NPA. With over 130 exhibitors attending, the 2010 NPA PAWN EXPO successfully showcased industry partners with varied products and services available to pawnbrokers. PawnMaster and Data Age were awarded for its leadership in the software field for pawn store owners and operators.

In response to the award, Mr. Streng explained, "The NPA works tirelessly for the pawnbrokers and customers in the U.S. and abroad, and we are proud to accept this award from them. We truly dedicate ourselves to being active members of the NPA and have been for over 20 years. We look forward to the annual conference every year. This year, our effort to contribute a set

amount of funds from our sales to the NPA's legislative effort was an indication of our commitment.”

According to NPA President Dave Crume, “We are pleased to name Data Age as our Industry Partner of the Year for 2010.” Mr. Crume continued, “Data Age has played a leading role in providing the pawn industry technology solutions for over twenty years. Their investment in making products, maintenance, and providing excellent support has made the PawnMaster product a stable system on which to grow one’s business.”

About NPA

The National Pawnbrokers Association is engaged in enhancing the image of pawnbrokers, while offering the needed services of their communities. Headquartered in Keller, Texas, the association’s mission is to provide members with resources and support for enhancing the image and acceptance of pawnbrokers through action, representation, and Best Practices.

NPA also works to contribute to the professional and personal development of member pawnbrokers and member associates; by advocating pawnbrokers’ rights and responsibilities. For more information, visit the association’s Web site at www.nationalpawnbrokers.org.

About Data Age

Data Age Business Systems is a leading provider of Financial Transaction Software Solutions designed to help businesses improve profitability, comply with regulatory environments, and to implement controls that facilitate decision making, diversification and growth. Data Age’s focus is the alternative financial services and point of sale industry where it has served thousands of customers. It provides software solutions to Pawnbrokers, Check Cashing, Payday Loan, Gun Shops, Liquor Stores, Retailers and Title Loan businesses. In addition, the company provides Credit Card Merchant Processing and off-site Data Storage services. For further information, contact Corporate Communications at 727-582-9100 x103.