

PRESS RELEASE

PawnMaster 2010 Purchases Support NPA Legislative Council Funding

Largo, FL- March 3, 2010- Data Age Business Systems (Data Age), a leading provider of Financial Transaction Software Solutions, announced today implementation of its 2010 initiative to assist the National Pawn Association (NPA) raise capital for legislative efforts.

Effective immediately, pawn shop owners who obtain a new license for Data Age's PawnMaster product will have a donation made on their behalf to the NPA Legislative Council. Donations to the Legislative Council are restricted contributions used for legislative purposes only.

The NPA has been appealing to members and associates for funds that will help to protect the pawn industry. The critical issues threatening the industry consists of proposals to cap APR at 36%, pawn customers' right to privacy, profiling of pawn customers, transaction fees and higher licensing fees.

Data Age's Victor Guzman, Vice President of Sales and marketing, explained, "The 2010 initiative will result in a contribution worth 5% of the software license." Data Age will make the contribution in the name of the pawn shop operation. The PawnMaster product is the most widely used software system in the industry. Mr. Guzman goes on to stress the importance of "pawn shop owners and vendors working together to save an industry undergoing continued regulatory pressures."

According to Dave Crume, President of the NPA, "We applaud Data Age for its creativity and dedication to our industry." Mr. Crume further states, "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 ones 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 the independent pawnbroker with the tools necessary to be successful now and in the future; to represent pawnbrokers before the Congress of the United States and to protect their interests; and to prepare pawnbrokers for the future by helping them cope with changes in technology. 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.
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