

payments NAVIGATOR

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What's in a Name?

By now, maybe you've heard that on June 15th, we announced that Fifth Third Processing Solutions legally changed its name to Vantiv, LLC. Or maybe you've gone out to FTPSLLC.com and seen our introduction to Vantiv, and are wondering what it means.

First - We're still the same company delivering the same great products and services you have come to expect. And we'll continue to serve you with the quality expertise you know and trust.

Second - We will continue to support our Fifth Third Processing Solutions and Fifth Third Bank clients as Fifth Third Processing Solutions, Powered by Vantiv.

Finally - Our change to Vantiv does not impact the structure of our organization and we remain a joint venture; 51 percent owned by Advent International, 49 percent owned by Fifth Third Bank.

For 40 years, our team of committed professionals has made us one of the most trusted and respected companies in the payment processing industry. You can expect more to come.

You will begin to see subtle changes on our website, statements, or in our newsletters for example. We've entered a new era as a new company - building on our past, driving into the future. Thank you for your partnership and we look forward to growing and succeeding together.

Donald Boeding

President - Merchant Services



vantivTM



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Converting from Paper to Electronic Checks

How many paper checks do you write today? How many paper checks do you receive?

The trends in payment processing today are staggeringly different from 10 years ago. Many merchants are concerned about reducing the risk of fraud related to check acceptance, as well as returned checks and non-sufficient funds notifications.

We've partnered with Global eTelecom (GETI) to provide you the check options you need to meet your customer's demands. Whether you choose to continue to accept paper checks, or want to convert fully to electronic check processing, consider the following for your business:

- **Electronic Check Conversion:** Gain efficiency with improved cash flow and funding in 48 hours or less. You'll reduce the risk of bad checks before you accept them with real time authorizations. No paper checks and no trips to the bank to deposit funds. Use the online system to track and review activity. Two options are available: POS Conversion and POS Conversion with Guarantee.
- **Paper Guarantee:** If paper checks are part of your business, our Paper Guarantee option provides you with real-time authorizations through GETI's National Check Database. You'll allow customers to pay with checks, but with the peace of mind knowing that their payments are guaranteed.
- **Check 21:** If you accept checks by mail, our Check 21 program can capture images of your checks to allow for quicker processing. Using the check image, conversion and check funding are faster than ever. All you need is a Check Imager and you're ready to go.

We'll provide Check Processing your way - with what's right for you, and for your business. Contact your Relationship Manager or the Contact Center at 877-744-5300 for more information.



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Holiday Gift Card Planning in August

If you're promoting gift cards just once a year, or don't have a gift card program that's up-to-date, you probably aren't taking complete advantage of your opportunity to drive new business and boost your brand.

Here are four reasons keep gift cards top of mind all year long:

- 1. Increased Sales** - Most consumers spend more than the face value of the card, spending, for example, \$65 total when presenting a \$50 gift card.
- 2. Improved Cash Flow** - Gift card funds remain on the card, and in your bank account, until the card's value is fully depleted.
- 3. Increased Brand Awareness** - Advertise and promote your business with these wallet-sized billboards.
- 4. Enhanced Customer Satisfaction** - Gift cards are an increasingly popular gift, and make people happy!

Gift cards help promote your business in ways that no other form of payment can. Best of all, you can use them to promote your business all year long!

So don't delay...allow yourself adequate time to set up or adjust your gift card program before peak season hits. Now is also a great time to consider stored-value cards for your merchandise returns program if you don't already have one in place.

If you already have a gift card program, have you checked your gift card inventory?

Whether you are considering a new program or simply ordering additional stock, do not run out of cards this holiday season...**place your gift card orders today!**

Remember, you control your gift card program. We'll provide you the expertise and support you'll need to enjoy maximum benefits, at minimal cost.

And look for more information to come later this year on our Prepaid offering, that can help reduce your payroll expenses and act as incentives or rewards to your customers!



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Verify Your Information to Avoid Backup Withholding

Please be aware that we may be contacting you by mail to collect and verify your company's tax identification number (TIN) along with your company's legal name. If you fail to provide the correct TIN or if there is a discrepancy between your TIN and the associated information in either our or the IRS' records, the IRS requires us to withhold a minimum of 28 percent of your future payments from card transactions. This withholding provision goes into effect for payments starting in 2012.

This reporting requirement is also known as regulation 6050W. This is for communication purposes only and is not intended to provide any legal or tax advice. Please refer to the IRS website for more information at www.IRS.gov.



Changes to FTPS Direct



Beginning with our August release, you'll notice some minor changes to FTPS Direct. The logos and branding are being simplified to

"DIRECT Powered by Vantiv" and the application tabs are changing in color from blue to gray. You may still see references to FTPS Direct throughout the application. Over the next few months, we will continue to make other minor modifications to finalize the transition of the tool from Fifth Third Bank. You will be alerted once the changes are complete via a pop-up message when you log into the system.

The good news is **these changes do not impact the way you access DIRECT (FTPS Direct)**. You will continue to log in as you do today - no URL or IP address changes. If you have any questions, please call the Contact Center at 877-744-5300.

