

LOUISVILLE, Ky., Sept. 30, 2013 PRNewswire/iReach/– Direct Connect Merchant Solutions, an industry leading card processing provider, announces the re-branding of its company to Streamline Payments. The company offers a multitude of credit card processing services to thousands of merchants throughout the country. The company's growth in its first five years can be attributed directly to the experienced industry professional representatives it employs. Their relationship building skills have earned the company many endorsements from banks, associations and local chambers of commerce.

*"Our new brand better positions our company as we continue to expand our representative base throughout the country," said David Edelen, EVP and one of the company's owners. "We were fine as a*

*Kentucky*

*-based company with the Direct Connect name, but as we expanded into other states, it presented us with trademark hurdles. Changing our name to*

***Streamline Payments***

*eliminates those concerns and more accurately reflects the type of company we are. It sets the stage for our family of employees to bring our brand of ethical, face to face merchant servicing to every state."*

Edelen also added that the name change will have zero impact on the company's current merchant customer base.

*"Our customers will continue to see the same reliable next day funding and friendly service, they'll just have a new name and logo on top of their statement."*

### ABOUT STREAMLINE PAYMENTS

Founded in 2008 by industry veterans from Bank of America and NPC, Streamline Payments is a full-service payment processing company offering a wide array of services to merchants of all sizes throughout the country. Streamline Payments only utilizes the nation's most reliable card processing platforms. They offer next day funding for all card types and product offerings to fit every merchant segment. The company boasts a knowledgeable representative base with average industry tenure of close to a decade. Streamline Payments has experienced expansive

## Direct Connect Merchant Solutions Changes Name to Streamline Payments

Written by Australian Business

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growth during its first five years and projects the accelerated trend to continue.

For more information visit [www.StreamlinePayments.com](http://www.StreamlinePayments.com)

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