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## **Clearent Appoints FI and ISO Sales Executives to Expand Market Presence**

Clayton, MO – June 10, 2009 – Clearent announced the appointment of two veteran sales executives to support the company's growth in both the financial institution and ISO merchant services segments. Dave Pearson was named VP of Financial Institution Development, while Ted Lasch became VP of Business Development.

Pearson comes to Clearent from TransFirst, where he was VP, Southwest Regional Sales. In that capacity, he had responsibility for the sales and marketing of merchant payment card services to financial institutions throughout the southwestern U.S. During a career spanning more than 25 years in merchant services, Pearson also held sales executive positions with Equifax Card Services and helped to build the merchant services programs for community banks serviced by Harris Bank, Mellon Bank and Texas Independent Bank. Based in Houston, he will be supporting the needs of financial institutions in the western region of the United States.

Lasch, who brings more than 15 years of experience in helping organizations build their business and boost their bottom line, was most recently a sales executive with U.S. Merchant Systems. Prior to USMS, he spearheaded numerous initiatives at Wells Fargo, CrossCheck and Alpha Card Services to help customers grow their businesses efficiently and profitably. With an office in Northern California, Lasch will focus on building strategic relationships in the western states.

"We are very pleased to welcome Dave and Ted as valued members of the Clearent sales team," said Jim Messina, SVP of Sales. "In addition to their extensive industry experience, they also bring energy, integrity and a commitment to outstanding client service – qualities that are integral to the way that Clearent does business. We look forward to their contributions in bringing our clients better processing solutions."

### **About Clearent LLC**

Clearent LLC is the first and only payment processing company to design and build its technology from the ground up. Changing the way the payments industry does business, Clearent presents a proprietary acquiring platform that delivers total transparency, flexibility and unparalleled access to key business intelligence. In addition to best-of-breed technology and a full suite of products and services, Clearent's "Better People" and "Better Process" complete the solution for clients looking for a different kind of processor. To learn more, visit [www.clearent.com](http://www.clearent.com) or call 866.205.4721.