



On-the-Go Merchants Can Now Accept Electronic Payments Wherever their Business Takes Them

Wireless-Enabled FD400 is the Newest Addition to First Data's Terminal Line

DENVER - August 17, 2009 - [First Data](#), a global leader in electronic commerce and payment processing services, announced today that it is launching the FD400, the first low-cost, battery-powered, wireless point-of-sale terminal for merchants who do not have constant access to both a power source and communication line, like an Internet or phone connection.

The FD400 is the latest device in First Data's family of proprietary terminals, and is best suited for on-the-go merchants such as taxis, limousines, home delivery, farmer markets, and in-home and onsite services. It is the first device to offer a low cost to appeal to merchants of all sizes, providing them with the ability to accept electronic payments at card present rates. Merchants can take the terminal directly to the customer, and customers can pay at the point of delivery. For example, taxi and limousine drivers can obtain authorizations in seconds, and concessionaires can sell refreshments and souvenirs conveniently to fans in their seats. The terminal features long battery life and runs on 3G wireless protocol.

"For merchants whose business is not always in a location with Internet or dial up connections, this terminal really solves their connectivity dilemma," said Russell Bird, senior vice president, First Data. "This compact, lightweight device makes accepting payments remotely effortless with multiple payment options, performance and dependability in a small package."

The First Data FD400 offers a one-stop solution for wireless payment processing including credit, debit, gift card, loyalty, check and electronic benefits transfer. It is also a 3G terminal, which means, where a 3G broadband network is available, it can take advantage of greater efficiency and increased transaction speed.

Other features include an over the air software download ability for fast, on-the-go application updates, as well as a built-in, rechargeable battery, store-and-forward capability for offline capture and upload of transactions in non-coverage areas and a compact form factor, which is small enough to fit in a coat pocket.

About First Data

First Data powers the global economy by making it easy, fast and secure for people and businesses to buy goods and services using virtually any form of electronic payment. Whether the choice of payment is a gift card, a credit or debit card or a check, First Data securely processes the transaction and harnesses the power of the data to deliver intelligence and insight for millions of merchant locations and thousands of card issuers in 36 countries. For more information, visit www.firstdata.com.

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