

**Press Release – MIADA and Novera create strategic partnership for MIADA members.**

**(December, 2012)**

A new partnership between Novera Payment Solutions, LLC and MIADA will allow dealer members to receive credit and debit card payments in multiple ways via an easy to understand flat fixed monthly fee structure. Many merchants don't fully understand their card processing rates. In truth, the majority of the cost to accept credit and debit cards is the same for all merchants, large and small and is comprised of Interchange fees and processor costs. Interchange makes up the majority of the cost of a monthly bill, and is never negotiable. Variable service fees drive most of the difference in rates and are where most processors make substantial profits. Under the new relationship arrangement MIADA members can now receive a transparent, flat fixed monthly fee pricing model that remains in effect for the life of the account.

Additionally, Novera will provide MIADA members the opportunity to access innovative tools and strategies like virtual terminals and/or mobile devices as well through a website portal. An available QuickBooks plug in ensures a seamless interface and posting tool as well. It's all part of Novera's suite of services and unique commitment to price transparency that is unparalleled in the payment processing industry.

John Wisniewski, Novera's Director of Business Development, said, "By utilizing a flat fee pricing structure, MIADA members can rest assured that they will never pay more than they should for processing services. We're excited about joining MIADA in their efforts to provide their members solutions that help them grow and succeed." To learn more, go to: [www.noverapaymentsolutions.com/MSIADA](http://www.noverapaymentsolutions.com/MSIADA)