

Panini Launches Social Media Initiative Including Blog and YouTube Channel

Sponsoring Prize Drawing for YouTube Subscribers

Dayton, OH (May 12, 2011) – Panini, a global payments processing technology provider, today announced the launch of a new social media initiative featuring a company blog, YouTube channel, and changes to the company’s web site. These platforms will provide stakeholders greater access to Panini’s expertise and experience as the market leaders in distributed check capture. As part of the launch, Panini will sponsor a prize drawing for subscribers to the company’s YouTube channel, PaniniVision. More information is available at www.panini.com.

“As the market leader, we feel it’s important to share our experience and expertise with customers and partners via on-line channels of communication,” says Michael Pratt, Chief Marketing Officer, Panini. “These new platforms allow us to disseminate this information via channels that are accessible 24/7 to our stakeholders.”

The Panini Blog provides readers the opportunity to join Panini executives and guests for interactive dialogue related to the payments and financial services industries, marketing topics, business practices, technology, and more. Various bloggers, including Pratt and North American subsidiary President, Doug Roberts, began posting new blog entries last month, and will continue on a regular basis.

“Many professionals, including myself, are looking for more efficient ways to access information that’s beneficial to their jobs,” notes Pratt. “The Panini blog allows me to share insights and opinions with my peers and company stakeholders in a manner that’s easily and quickly digestible. Just as important, the blog facilitates interaction to enrich the diversity and value of the content.”

The company’s YouTube channel, PaniniVision, will host many videos including customer testimonials, product videos, training videos, and more. The channel will also serve as a platform for providing “live” video coverage from industry events. PaniniVision offers professionals a new way to obtain information about Panini on their time and at their convenience. The company is sponsoring a prize drawing for an Apple iPad for all subscribers of the PaniniVision YouTube channel until June 1, 2011. The winning subscriber will be announced on June 2 via the channel’s bulletin board.

More information about Panini’s new blog and YouTube channel, including a cutting-edge promotional video, is available at www.panini.com. Panini customers interested in submitting a video to PaniniVision can email paninivision@panini.com for details.