



TRANDOTCOMSM
TRANSACTION MANAGEMENT SOLUTIONS

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FOR IMMEDIATE RELEASE

NEW PARTNER ENHANCES ONLINE LENDERS' WEBSITES *TranDotCom Adds Marketing Firm Inward Solutions to Preferred Partner Program*

KENNESAW, GA – September 22, 2011 – To further aid its online lender clients' ability to enhance their website identities, TranDotCom Solutions has announced a strategic alliance with Inward Solutions, LLC of Alpharetta, Georgia, adding the marketing services agency to its Preferred Partner program.

Inward Solutions is a multi-faceted marketing and advertising firm providing creative services, marketing strategy support and the development of software, solutions for websites and mobile applications. As a TranDotCom Preferred Partner, Inward Solutions will be offering online lenders customized website development services, integrating with TranDotCom online lending solutions.

"We are able to customize the TranDotCom products to help lenders create their own online identities," according to Carl Fisher, President and Creative Director, Inward Solutions. "We have the development skills to make changes and enhancements to both the actual look and feel of the lender's site as well as the functionality, to create something unique for each lender," he continued.

Recent small-dollar, short-term loan industry statistics have indicated that while the volume of loans made by storefront lenders is declining, online loan volume has increased 61% in the past year.

"As we are increasingly seeing a move from bricks to clicks in short-term lending, having the ability to partner with a group such as Inward Solutions allows us to offer our clients the ability to augment our standard packages, and customize them to meet their particular strategies," said David McCullough, Client Relations Manager, TranDotCom.

The TranDotCom Preferred Partner program features twelve companies offering lead generation, receivables management, analytics platforms, call center management, text messaging programs, identification verification, electronic transaction processing services, credit reporting, and marketing services. To support the company's products, TranDotCom looks for other best in class service providers with products complimenting their systems, similar customer service standards and market knowledge to invite into the Preferred Partner program.

"Beyond the core application, our strength is in our marketing strategies – in crafting messaging by understanding what a lender is trying to say, and what they are trying to accomplish, and then meshing that with their mission and goals," Fisher added.

As a global marketing firm, Inward Solutions supports both consumer and business-to-business market segments in 13 countries, providing a variety of services, including website development, graphic design, interactive media, promotional items and giveaways, identity and branding strategies, applications and mobile media implementation, and application development.

About TranDotCom Solutions, LLC

TranDotCom Solutions is a leader in automated consumer finance transaction processing, providing a full range of consulting, software, support and transaction processing services which allow lenders to be more competitive and highly efficient. TranDotCom Solutions understands and specializes in all of the components of consumer finance lending including payday advance and line-of-credit products. TranDotCom pioneered the industry's first web-based transaction management system and has been processing transactions since 2000, supporting storefront and online lenders in the United States, Canada, and the United Kingdom. TranDotCom may be reached at 678-433-1200 or sales@tdcemail.com.

About Inward Solutions, LLC

As a full-service marketing, advertising and application development agency, Inward Solutions supports both consumer and Business to Business marketers globally. The firm currently has clients in 13 different companies, and a variety of product segments, including liquor, software, finance, sports and consumer goods. Inward Solutions may be reached at 678-393-0339 or visit www.inwardsolutions.com for additional information.