

Radpay

Radpay Selected By Leading Arizona ISO To Deliver Innovative Payment Processing Solution

Digital Financial Group of Arizona intends to leverage Radpay's patent-pending distributed ledger technology payment processing gateway and novel reward points system for the benefit of their customers, anticipates cost savings over traditional card processing offerings

PHOENIX, ARIZONA, February 4, 2019 – Radpay, a decentralized global payment processing framework reimagining payments and rewards, today announced the addition of Digital Financial Group of Arizona to Radpay's growing list of customers. DFG of AZ is the first Independent Sales Organization to agree to resell services which use Radpay's patent-pending digital payments framework. Independent Sales Organizations (or ISOs) are merchant-facing sales and support entities which provide value-added services in card processing and payment transactions.

"DFG strives to serve Arizona businesses with correct, unbiased advice on what's best for their business," said Chris Damron, EVP and Partner of Digital Financial Group of Arizona. "What Radpay offers will add value for every merchant we serve. We see Radpay's innovative reward point as a real benefit to consumers, which will help drive traffic to the merchants who adopt Radpay. We are excited to be first to offer this exciting new service to our customers, and to the market."

"DFG has a strong track record of making the complex payments industry straightforward and effective for merchants," noted Radpay's co-founder and CEO, Dana Love, PhD. "Radpay's merchant focus and our novel approach to both payments framework for merchants and to reward points for consumers align with DFG's work with merchants. We are excited to see a company which supports more than 14,000 businesses nationwide sign on to offer Radpay to their customer base."

DFG of Arizona joins three other firms which in recent months have secured their participation on Radpay's unique payments framework.

About Radpay

Radpay is a Phoenix-based startup intending to allow for the democratization and optimization of the \$32 trillion global card payment processing industry. The proposed Radpay framework allows anyone to initiate or participate in a financial transaction and trust that the rules of the transaction will be enforced. Based on Ethereum, Radpay is a blockchain-based peer-to-peer payment processing and reward framework, where peers may be merchants, consumers, banks, or enterprises. Learn more at <https://www.radpay.com>.