



## You're Not Just Making a Sale, You're Making a Difference!

**We have partnered with WorldPay in order to help further cancer research. Through our partnership a portion of your merchant processing fees can benefit the enormous strides being made by Dr. Theodore J. Lampidis at the University of Miami's Sylvester Comprehensive Cancer Center!**

Switch to WorldPay and a portion of your monthly processing fees will help fund groundbreaking efforts in cancer research. Dr. Lampidis is the Professor of Cell Biology & Member of Sylvester Comprehensive Cancer Center at the University of Miami.

Highlights of Dr. Lampidis' in vitro and in vivo results in the clinic are the following:

- ▶ ***Bench to clinic to bench back to clinic:*** After completion of their Phase I clinical trial Dr. Lampidis' team learned that oral once per day drink can induce an insulin response to 2-DG as well as liver adsorption which will decrease the amount of this sugar getting to the tumor. Therefore, before they progress to a Phase II clinical trial, they will further investigate and develop the most efficient drug delivery, i.e. slow release pump, pill or diet.
- ▶ ***Phase I Pilot Trial in Children with Retinoblastoma:*** In collaboration with Dr. Tim Murray, a leading expert in the investigation and treatment of children with retinoblastoma at the Bascom Palmer Eye Institute, Dr. Lampidis and his colleagues have demonstrated that the glycolytic inhibitor 2-deoxy-D-glucose (2-DG) raises the efficacy of the chemotherapeutic agent (carboplatin). used to treat this disease Moreover using piminidazole, which identifies hypoxic tumor cells, they have provided the first proof of principle that indeed 2-DG, but not carbopaltin, targets and kills the hypoxic portion of this tumor. Based on these very encouraging in vivo results, they plan to begin a pilot Phase I trial in patients whose eyes cannot be saved by current treatments.
- ▶ ***Multiple Myeloma Phase I/II study:*** Dr. Kurtoglu, a scientist in Dr. Lampidis' lab, found that a drug used in millions of people to lower cholesterol has selective toxic effects on multiple myeloma cancer cells. They plan to start this trial soon.

# WE ENABLE OUR CUSTOMERS TO MAKE THE SALE

## EVERY PAYMENT, EVERY TIME



### CREDIT

Direct connections to all major card networks, including MasterCard®, Visa®, American Express®, Discover® provide our customers value pricing.

### PIN-SECURED DEBIT

Possibly lower your cost of acceptance by prompting customers to enter their PIN at the point of sale.

### EBT

State and federal benefits are increasingly issued via Electronic Benefits cards. WorldPay customers with PINbased debit also have the option of accepting EBT cards.

### CHECKS

WorldPay's partnership with CrossCheck, Inc. allows our customers to accept checks with lower risk.

### RECURRING PAYMENTS

Automate the management and collection of scheduled payments. Set up daily, weekly or monthly plans that charge your customer's credit card or checking account.

## MARKET AND GROW YOUR BUSINESS



Begin selling your own gift cards or launch a customizable, card-based customer loyalty program in as little as two weeks. Real-time, online reporting makes managing your program a breeze.

### GIFT CARDS

Gift card spend can result in up to a 50% higher average ticket. With 9-out-of-10 people purchasing or receiving at least one card in the last 12 months, consumer demand has expanded prepaid well beyond retail.

Personalize up to 21 card options with up to six lines of text or create your own custom card design. Find the right option for your business at [WorldPay.us/GiftCards](http://WorldPay.us/GiftCards)

### LOYALTY CARDS

WorldPay's out-of-the-box loyalty card program allows you to easily (and frequently) create and track promotions to incent repeat business and reward your best customers. Double points, buy-10-get-1-free, whatever you have in mind...it's automatically managed through your credit card terminal.

## ACCEPT PAYMENTS ANYWHERE, ANYTIME



### IN PERSON

Switch to high-speed processing to potentially save money on every transaction. Add a PIN pad for additional savings on larger purchases. Use your existing equipment or your WorldPay Account Executive can recommend the right terminal for your business.

### ONLINE

Securely sell online or take payments over the phone. Login to the Virtual Terminal to accept payments through your computer. Add a mag-stripe reader to secure more favorable card-present rates.

### ON THE GO

Wireless terminals and cell phone applications mean you're free to accept payments practically anywhere.

WorldPay customers also have 24/7 access to a toll-free Automated Voice System (AVS) to secure a credit card authorization.

WorldPay processes payments for more than 400,000 businesses around the world from name brand retailers to your favorite local shop



For more information please contact:

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## WORLDPAY IS THE DIRECT SOURCE

By processing with us, business owners can eliminate the middleman and their extra fees. Our customers never have to lose a customer because they do not accept a preferred payment type. Our accurate, timely and easy-to reconcile settlement improves cash flow.

## WORLDPAY HELPS PROTECT YOUR BUSINESS

Our company provides the tools and support your business needs to protect cardholder transactions and adhere to Payment Card Industry (PCI) best practices. Our end-to-end encryption service secures card data throughout the process. Our security suite of services—including PCI protection,

End-to-End Encryption and up to \$100,000 indemnity protection—can help reduce a company's financial exposure to data breach.

## WE'RE THE PEOPLE BEHIND THE PAYMENTS

Our customers always receive personal attention from a knowledgeable sales executive. We also back them with highly trained, US-based Customer Care representatives available 24/7. Our customers get real-time transaction reporting and the peace of mind that comes from having best-in class support, enabling businesses to make the sale.