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ASF Payment Solutions Announces Upcoming Partnership with ATA

ENGLEWOOD, CO. LITTLE ROCK, AR.– JUNE 2019– Beginning July 2019, ASF Payment Solutions will officially be the new preferred payment processing and servicing vendor for ATA International.

Founded in 1969 by Eternal Grand Master Lee, ATA is the world's largest martial arts organization. ASF is a leading technology company, originally founded in 1973 by ATA's own Grand Master Richard Reed as a payment processing company for the martial arts industry. Based on the relationship of Eternal Grand Master Lee and Grand Master Reed, ATA and ASF have maintained a lifelong business connection, stemming back to 1961 when both founders began a friendship in Korea, bonding over the art of Taekwondo.

“We were not only the first company to service the martial arts and fitness industry thanks to Grand Master Reed, but we have the privilege of continuing his legacy and friendship with Eternal Grand Master Lee through our partnership with ATA,” said Bob Riches, President, of ASF Payment Solutions. “Coming from a martial arts background myself, this partnership with ATA solidifies the integrity of the company I’ve been proud to have led for so many years.”

Starting in August, ASF will service ATA martial arts studios and clubs that are currently supported by SCS (Superior Credit Services). Our goal is to provide greater services in payment processing and customer support. There will be greater ease of managing member billing accounts and opportunities for future integrations of technology services. Our ultimate goal is, and always will be, to ensure the satisfaction of ATA members.

“We are excited to announce this new relationship with ASF Payment Solutions. Our goal as an organization is to develop cutting-edge support systems for our licensees. We do so by partnering with state-of-the-art companies that provide the world-class services our studios deserve,” said Neil Morton, CEO of ATA International. “After careful consideration and many months of evaluating options, we believe we have found the right partner to take our SCS

business solution to the next level. We look forward to working with ASF long-term and integrating these two companies for the betterment of ATA customers.”

About ATA

ATA International is the world’s largest martial arts organization dedicated to teaching martial arts to the entire family. With licensed locations around the globe, there are more than 950 independently owned and operated licensed facilities. Licensees of ATA have trained more than one million students since ATA’s inception in 1969. For more information, visit www.ataonline.com.

About ASF Payment Solutions

ASF Payment Solutions is a leading technology company founded in 1973 that provides complete payment solutions and customer support to the fitness industry. For more information, visit www.asfpaymentsolutions.com/martial-arts.