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June 8, 2020

**TO: Western Equipment Dealers Association Members**

**SUBJECT: New Endorsed Program**

We know how difficult it is for business owners to find time to thoroughly investigate every service provider they may need. That's why the Western Equipment Dealers Association does the legwork for you. Because bankcard processing is one of the most detailed and misunderstood services, your Association has analyzed the marketplace for you, and has chosen to recommend Perceptive Processing to provide this service to our WEDA members.

Perceptive knows your business and is in touch with the details of what it takes to offer a complete and honest bankcard processing business. They have listened to our concerns and have responded with your best interests in mind. Perceptive's staff is well-trained to thoroughly examine your current provider, pricing and weaknesses, and they will then offer the best alternatives to fit your particular situation.

When Mike Davis or one of his staff at Perceptive Processing reach out to you, we urge you to give special consideration to their offer. We know you will be impressed by what you hear, and you'll see how Perceptive can help you reduce your bankcard processing fees. They'll even help you and your employees understand how to keep what you are paying at the lowest possible rates.

Thanks for your consideration and for your continued support of the Western Equipment Dealers Association!

Sincerely,

A handwritten signature in blue ink, appearing to be "John Schmeiser", with a long horizontal stroke extending to the right.

John Schmeiser, CEO