

Direct Technology Innovations Reaches Out to Ronald McDonald House of San Antonio, TX

San Antonio Texas - Feb 5th, 2010

Direct Technology Innovations (DTI) is a well established credit card processing company located in Fort Lauderdale, FL. DTI clients include some of America's most recognizable brands including Subway, Go Airport Shuttles, Wireless Giant, Gray Line and over 5,000 other restaurants, retailers and businesses.

From February 5 - 7, DTI will be in attendance at the International Franchise Association (IFA) 50th Anniversary Convention in San Antonio, Texas. Since DTI attends conventions of this nature throughout the year they are often faced with a recurring and costly dilemma: To accommodate convention guests and to make their presentation more inviting to attendees, it is necessary to purchase carpeting, audio visual equipment and even furniture. These fees can add up quickly and it's not uncommon to spend \$2,500 or more for renting furniture and equipment for only two or three days. That's where VP of Portfolio Management Michael Slominski had a very logical and simple idea: *" Instead of renting furniture, let's buy it and donate it to someone who needs it."*

As a result, DTI is purchasing brand spanking new living room furniture and is then donating it directly to the San Antonio Ronald McDonald House located at 4803 Sid Katz Drive, San Antonio, TX 78229.

The mission of Ronald McDonald House Charities (RMHC) is to provide a home-away-from-home for families of critically ill children receiving treatment at nearby hospitals. The RMHC makes an immediate and positive impact in the lives of hundreds of families served annually at the three houses the San Antonio Chapter supports.

Michael Slominski states that *"DTI has always believed in fostering goodwill in the local community and reaching out to those who could really use a helping hand. This simple idea of using brand new furniture for only one weekend and immediately donating it to a local charity is a trend that we hope other industry leaders will follow."* According to DTI Marketing Analyst, Melissa Wermelinger: *" Empirical research clearly shows that renting furniture and other equipment is sometimes just as much as actually buying it. As part of our future marketing and green outreach plan, we intend to donate to local charities whenever possible."*

For more information on DTI and innovative merchant payment solutions, please visit directtec.com, clicktogo.com or contact Michael S. Slominski, Vice President, Portfolio Management at (800) 724-7000 Ext. 461 or email him at michael@directtec.com



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