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For Immediate Release:

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**Industry Veteran Launches Financial Services and
Electronic Payments Marketing Firm**
*Combines Industry Acumen and Marketing Savvy to Provide
Expert Consulting and Tactical Services*

Phoenix, Ariz., October 20, 2009 (Business Wire) – Former TSYS marketing executive Peggy Bekavac Olson today announced the launch of financial services and electronic payments marketing firm, Strategic Marketing.

Targeting businesses across the financial services and electronic payments spectrum, the new full-service marketing firm offers strategic and tactical services to help companies develop sound marketing strategies, execute integrated marketing plans and communicate in compelling, easy-to-understand ways. Strategic Marketing pairs veteran financial services marketeers with top creative talent in a personalized and consultative approach to optimize the results of each engagement. The company compliments existing marketing teams or can function as a primary marketing resource without the associated overhead expense.

Olson, a 15-year industry veteran, has developed marketing and communications strategies, campaigns and programs for many of the industry's top brands. Before forming Strategic Marketing, Olson served as vice president of marketing and communications for TSYS Acquiring Solutions for more than five years. In addition, she has held marketing, sales, product management and consulting positions with leading technology providers developing solutions for core, teller, ATM, item processing, remittance, lockbox and card processing functions. Olson currently serves on the program planning committees for the Electronic Transactions Association and Women Networking in Electronic Transactions.

"Financial services and electronic payments marketing is complex," says Olson. "Strategic Marketing understands the industry, its many stakeholders and their businesses. We hit the ground running, crafting impactful messaging and developing compelling marketing materials, programs and campaigns that create a preference or command a premium." Olson adds, "Our value is specialized, industry talent and expertise that generates immediate results without wasting our clients' time and money learning their businesses."

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About Strategic Marketing

Strategic Marketing provides effective marketing consulting and tactical services to the electronic payments and financial services industries. We help companies create and execute marketing strategies and plans to achieve exceptional results. From brand and go-to-market strategies to product launches, public relations, communications and events management, Strategic Marketing has deep financial services and electronic payments knowledge plus marketing savvy to help build and enhance brands, increase sales and market share and reach business goals. Additional information about Strategic Marketing can be found at www.smktg.com , or by e-mailing info@smktg.com.

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