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DMS now the MasterCard



MASTERCARD PROGRAM
DMS

Direct Merchant Services Ltd will launch its new co-branded, MasterCard-based issuing program at ICEi 2009, business development manager Hasu Jani has confirmed.

The launch, which echoes the 2008 birth of similar Cirrus and Maestro-based initiatives, will see the unveiling of a co-branded program and e-transfer service.

Jani explained: "Our 2009 programme allows any company to issue branded Mas-

terCard credit cards to their consumer base and includes the option of pre-loading cards with credit. The initiative is part of our objective of further expanding our product range into transaction processing business, with full payments in/out and support solutions."

Direct Merchant Services has formidable experience in the merchant acquiring and payment processing sector, as well as proven and established services within the AUMEC Group, since 1997.

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