

MerchantAccount.com For Sale

BOSTON, MA—(August 13, 2008) MerchantPortfolios.com announced that it will be exclusively representing MerchantAccount.com in the sale of their “category killer” premium domain name and associated website. “When merchants are searching online to set up a new account or to change their merchant processing provider, *Merchant Account* is one of the most searched terms in the business that results in new applications. The purchase of this domain could be paramount to taking a merchant processing business to the next level through search engine/online marketing and brand recall. Although the MerchantAccount.com website has not been updated in many years, it already ranks in the top 30 results for the keyword *Merchant Account* on Google and in the top 10 results on MSN (as of 8/13/08), due to the existence of an active website since 1996. With a simple redesign and basic ethical search engine optimization (SEO), this domain name will move up in ranking for all the top keywords in the industry. Companies that wish to bid on the pay per click keyword *Merchant Account* on major search engines such as Google pay as high as \$15 per click to their website. We believe that this domain will be one of the top sought after internet properties in the merchant processing market space, and we are honored that the principals chose us to represent it”, stated Lane Gordon, managing partner of MerchantPortfolios.com.

The value of “category killer” premium dot com domain names has continued to rise over the years as end users have realized the advantages of owning the most relevant name to consumers and search engines alike. In addition to many recent seven-figure deals, two word premium domain names such as DataRecovery.com and CreditCards.com have sold for \$1,659,000 and \$2,750,000 respectively (source: DnJournal.com).

MerchantPortfolios.com is an advisory firm specializing in the buying and selling of merchant processing and ATM ISOs, portfolios, and residuals. MerchantPortfolios.com is known in the electronic payments and transaction industries as the premier source for connecting buyers and sellers of payments companies through its portal site, MerchantPortfolios.com.

For more information please visit www.MerchantPortfolios.com

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