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Lendaily and SoftPoint Enter Strategic Relationship to Offer Revolving Consumer Credit to Hospitality Sector

Partnership Enables Merchants to Offer Consumer Credit at Point-of-Sale

Scottsdale, Arizona, April 2, 2018 – Lendaily, Inc. (www.lendaily.com), a provider of merchant-centric revolving credit finance solutions, announced that it has entered into a strategic agreement with SoftPoint, a company that provides point-of-sale payment acceptance technology. This partnership will entail SoftPoint to lump together Lendaily’s revolving credit and analytics products into its point-of-sale solutions catering to merchants in the hospitality and retail sector.

Lendaily is a company that provides a completely secure and all-in-one consumer financing solution making purchases anywhere between \$500 to \$10,000 much more convenient. Lendaily’s solution works as a great alternative to the standard open-loop credit cards. Their solution replaces these with a closed-loop, end-to-end processing system along with a real-time approval mechanism. With these measures, all the consumer purchases become quite smoother and easier. Lendaily has not only reduced the merchant transaction fees to a lot less than the open-loop credit cards but has also offered consumers a FICO-based line of credit for any future purchases with the merchant.

According to Gary Pryor, Chief Executive Officer of Lendaily, the relationship with SoftPoint gives Lendaily a unique opportunity to serve the specific needs of the hospitality market.

“SoftPoint has achieved extraordinary success by delivering a compelling point-of-sale offering that aligns perfectly with the day-to-day requirements of hotels, resorts, and other hospitality-centered properties,” explained Pryor. “Our partnership gives SoftPoint’s merchants the ability to offer guests their own branded line of credit that can be used directly at the point-of-sale, increasing sales and enhancing customer service.”

Based in Scottsdale, Arizona, SoftPoint distinguishes itself by its fully-integrated hospitality management solution. With this service, customers can centralize and manage back office processes much more easily. Moreover, the company’s payment acceptance, administration, and data analytics capabilities show concrete results of revenue maximization, improvements in marketing and customer retention – all of them achieved by just one platform.

“We’re very pleased to enter into this partnership with Lendaily, and give our customers the ability to offer their own revolving lines of credit to consumers,” said Gary Pryor, Chief Executive Officer of SoftPoint. “We anticipate that the Lendaily product will not only be well received by our customers, but

also by consumers who are looking for affordable, reliable, and secure options to finance reoccurring hotel stays, vacations, and foodservice related purchases.”

Merchants interested in learning more about the full suite of Lendaily solutions can contact the company at <http://lendaily.com/contactus/>

About Lendaily

Lendaily is a merchant-centric facilitator of consumer credit loans. Lendaily’s mission is to empower small and medium-size merchants to provide competitive financing of products and services through web-based channels. Through its solutions, Lendaily helps merchants grow and retain their customers with its revolving credit offerings that include consumer authentication and account validation, and facilitation of merchant funding ACH through a variety of applications and channels. For more information about Lendaily, please visit www.lendaily.com.

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