



## **Answers, Etc. Selected by Family Financial Centers for PowerCheck32 Software and Debit Card Solution**

*Answers, Etc. is an industry leader in financial services software.*

Ft. Worth, TX and Doylestown, PA (PRWEB) November 15, 2005 -- Family Financial Centers announced today that it has begun its initial roll out of PowerCheck32 financial services suite of software and is gearing up for rapid expansion in 2006.

Answers' President Scott Merritt states, "We are very excited about this partnership with Family Financial Centers. This will allow Family Financial Centers to accommodate large-scale growth while drawing upon the synergy of Answers' suite of products to increase revenue growth and customer loyalty. We're looking forward to assist Family Financial Centers as they emerge as a leader in the Financial Services industry."

Family Financial Centers' locations will be connected via broadband, secure internet connections to a central server. This architecture facilitates real-time data sharing, enterprise level accounting and reporting, and fraud protection – as well as many other benefits not recognized by standalone systems.

A custom-branded prepaid MasterCard debit card will also be used by FFC. Tim Mackin, Director of Sales and Marketing at Answers notes "by offering the Family Financial Centers MasterCard, FFC will encourage customer loyalty by means of establishing a sense of membership and convenience."

Family Financial Centers' President and founder, Paul W. Eckert, commented, "This agreement with Answers positions us perfectly to meet the operational challenges of our aggressive expansion plan. The compliance reporting aspects of the system is just what our franchisees and we, as a company, need as we take the alternative financial industry to the next level."

Executive Vice President and co-founder, Bruce Chamberlin, stated "This system, along with Family Financial Centers' customization of it, gives us a real competitive advantage in the market place."

### About Answers, Etc.

Answers is dedicated to the demands of the financial services industry. Since 1989, Answers has developed check cashing and payday advance software tailored to the needs of financial service providers including check cashing stores, payday lenders, banks, grocery stores and convenience stores. Today with over 5000 teller stations currently in place across the US and Canada, Answers has become a leader in this competitive market. Answers has grown to be among the largest suppliers of Check Cashing systems in North America.

PowerCheck32 software serves as a point of sale for processing check cashing, payday advances, lottery tickets, phone cards, utility payments, stamps, etc. while our hardware provides the robust multi-user network environment needed to run financial service centers seamlessly. With a well-trained and dedicated staff of Technicians and Programmers, Answers is geared toward total customer support to allow business owners to focus on growth of their operations. Answers, Etc. is headquartered in Ft. Worth, TX.

### About Family Financial Centers

Family Financial Centers is the "Quantum Leap" forward in the evolution of the alternative financial service center. Located in attractive suburban centers, Family Financial Centers have the systems, ambience and professionalism of a traditional bank. FFC offers a full array of financial services including check cashing,



money orders, wire transfer, tax preparation services and short-term consumer loans.

Family Financial Centers is committed to raising the standard for alternative financial service providers both for product offerings and the way they are delivered to the market. Our centers are conveniently located to our customer's home or work. We are fully automated with systems that keep the average transaction time to just a few minutes. This allows our customer to have all of their financial needs taken care of conveniently and efficiently, in an environment that is upbeat, professional and friendly. Family Financial Centers is rapidly expanding through new center openings and acquisition and conversion of existing financial centers to the Family brand.

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