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## NEWS RELEASE

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### Merchant Account Services Stacks the Deck on Credit Card Services

*Launch of new web site puts merchant card handling options face up on the table.*

Jackson, NJ (PRWEB) April 24, 2006 -- Comparison shopping. Consumers do it all the time and find easy access to many Internet sites that help them find the real deal. John Conde was quite surprised to find that the same wasn't true for merchants shopping for shopping cart services, merchant accounts, and credit card payment gateways. Although many sites compare merchant credit card services, the deck is usually stacked in their favor.

Conde says, "After speaking to thousands of merchants looking to establish merchant accounts while a sales agent, it became very clear that I was their best source of information. And I was the one trying to solicit their business! It was just obvious that there were no resources for merchants to get unbiased information about merchant accounts and merchant services in general."

Conde says he was "stunned" to find the domain [www.merchant-account-services.org](http://www.merchant-account-services.org) available. He quickly snapped it up and partnered with programmer Sara Smith, resolving to develop a resource that takes the gamble out of shopping for merchant accounts and services and provides the merchant with the tools he/she needs to find a square deal.

Launched in mid-March, Merchant Accounts Services provides merchants with both free, unbiased information and the tools needed to make informed decisions when choosing merchant services. In addition to resources for new Internet businesses, Merchant Accounts Services is flush with information on services that merchants with existing merchant accounts may overlook. Articles, written by industry experts, provide merchants with tutorials on subjects that range from setting up an e-commerce business to tips on how to avoid charge backs.

Tools include calculators to determine and compare basic and advanced fees between providers and a forum for merchants to network with peers, discuss business problems, and find solutions. A blog spot helps the merchant keep up to date on industry news.

Everyday, thousands of new Internet enterprises are trying to get in the game without knowing the rules. Conde says, "The biggest challenge is to get the word out that there is a place where they can go to learn more about how it all works."

Merchant Account Services puts the right cards in the hands of e-commerce, empowering merchants with free tools and information to help them make the right decisions for their businesses.

#### **About Merchant Account Services:**

Merchant Account Services is a unique innovation for e-commerce in that it is dedicated to not only providing merchants with the tools they need to make informed decisions when acquiring merchant services, but also resolved to be a free service offered always in the best interest of the merchant.

Although founded in Jackson, NJ, Merchant Account Services taps the resources of the Internet global community to deliver current information to a worldwide Internet marketplace.

Additional information about Merchant Account Services is located at <http://www.merchant-account-services.org> or contact Brainyminds, 2275 W County Line Rd, Suite 6, Jackson, NJ 08527-2354

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