



Direct Response Forum

Press Release

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DRF Survey Reveals Top Three Concerns of Payment Professionals

Brookfield, WI The leading experts in processing card not present transactions met at the 21st annual Direct Response Forum in the historic **Peabody Hotel** in Memphis, TN in August. The DRF is the event of the year for card not present professionals and this year it attracted 420 executives that collectively represent billions of dollars in credit and debit card transactions every year.

This year's Forum, *Payment Passion Rocks in Memphis*, featured leading experts including;

- **Patti Freeman Evans**, *Forrester Research, eBusiness and Channel Strategy*
- **Jeff Thredgold**, *Economist, CEO of Thredgold Economic Associates*
- **Keith Harrell**, *President, Harrell Performance Systems*
- **Anita Boomstein**, *Partner, Hughes, Hubbard, & Reed, LLP*

"The DRF consistently attracts the top talent in the payment industry to learn about ways their companies can grow revenue and reduce costs related to payment processing. A survey of our merchant attendees revealed that 60% of the C-level executives in their companies think that payment programs are extremely important to the success of their business and another 38% said it is somewhat important." says Chantal Gaspie, DRF Executive Chair.

This year's Forum attracted payment professionals from outside the U.S. including executives from European, Asian, and Latin American companies.

The merchant survey further revealed the top concerns among payment professionals. **Interchange Fees** are the top concern with 57% of the respondents. **Card Not Present Chargeback Rules** are next as a top area of concern, with **PCI** listed as the third top issue about the CNP payment industry.

About Direct Response Forum, Inc.

The Direct Response Forum (www.directresponseforum.org) brings together leading direct merchants, acquirers, card companies and service providers for two days of interactive panels, breakout sessions, and roundtable discussions focused on key topics affecting the customer/card not present (CNP) merchant community. The Direct Response Forum is a not-for-profit educational organization that is managed by a Board of Directors that are executives at leading companies including Aegon Direct Marketing Services, Affinion Group, Ancestry.com, Digital River Inc., Expedia Inc., Info USA, L.L. Bean Inc., ShopNBC, The College Board, and Vegas.com.