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For Immediate Release **September 21, 2009**

LITTLE ROCK, AR – ABC Financials Keith Trawick, Sr. Vice President announced today that Sean Jameson has accepted the position of Vice President of Club Support. Graduating from the University of Arkansas with a degree in Finance and over 15 years in the Health and Fitness Industry, Jameson has had 2 previous employment stints at ABC Financial. First working with customers in product education and services, then managing the conversion process of new customers (data conversion, software training, and customized reporting) as well as maintaining relationships with customers to ensure their needs was met. That was followed by the role of National Sales Executive and later National Account Manager.

All of these experiences gives Jameson a unique and well rounded view of how Club Support can best take care of customers and expects to hit the ground running in his new role at ABC Financial. Mr. Jameson stated "I'm excited to rejoin the ABC family during this dynamic time of growth and development. I look forward to working closely with our executive team and customers to develop and provide products and services that exceed customer expectation."

ABC Financial continues to hire talented individuals that bring a wealth of experience as this position became available when Stephanie Johnson, with 15 years experience, was promoted to VP of Business Development – Club Support Division. Johnson was quoted as saying "ABC Financial created the Business Development division to enhance customer relationships and to support and enhance every aspect of the day to day operations".

About ABC Financial:

ABC Financial, a technology leader and software developer providing financial, marketing and support services to the Health and Fitness Industry is headquartered in Little Rock, AR. ABC Financials Datatrak club management software utilizes the most advanced and secure internet-based technology platform available and designed to streamline daily club operations, create new ways to systemize business efficiencies and maximize billing and collections. ABC Financial serves over 3,000 customers nationwide.

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