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MEDIA CONTACT:

Elizabeth Grice
First Data Corp.
303.967.8526
elizabeth.grice@firstdatacorp.com

FIRST DATA ACQUIRES SIZE TECHNOLOGIES
Acquisition Furthers Loyalty Solution Set for Merchants of All Sizes

DENVER, January 25, 2007 —First Data Corp. (NYSE: FDC), a global leader in electronic commerce and payment services, today announced it has acquired Size Technologies, Inc., a leading provider of loyalty, stored value and transaction marketing solutions. Financial terms of the deal were not disclosed.

The acquisition of Size Technologies enables First Data to offer merchants, issuers, and coalition partners a real-time point of sale, tender neutral loyalty solution that will help drive profitable customer behavior. Participating clients will also have access to loyalty features and functionality including couponing, consumer messaging, product-based rewards, robust customer relationship management and a campaign management tool. These capabilities can be offered at the point of sale, through printed messaging, mobile phone messaging, via the Internet and automated voice response tools.

The combination of First Data and Size Technologies' resources has already begun to be implemented through a relationship with Royal Buying Group, Inc. (RBG). RBG is a national organization that implements vendor programs for its member base of over 5,500 convenience store and petroleum locations. First Data will continue to offer similar customized loyalty programs to other clients and verticals.

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“Loyalty has become an essential component of every merchant’s marketing campaign,” said Barry McCarthy, president of Product Innovation at First Data Commercial Services. “This acquisition clearly illustrates First Data’s commitment to providing our customers with the most advanced loyalty program available in the marketplace today to help them differentiate their business. Having developed their best-in-class loyalty solution over many years, Size Technologies will bring us unparalleled speed to market.”

Based in San Francisco, Size Technologies develops and licenses loyalty, stored value, transaction marketing, and open system solutions that integrate with existing payment systems. The company was founded in 1999 and has a proven track record of robust and reliable technology.

“It’s an exceptional fit for Size and we’re delighted to be joining the First Data organization,” said James T. Ray, president, Size Technologies. “First Data is on the leading edge of developing technologies to support future trends in electronic commerce and the payments industry. As part of the First Data family, we’re confident we can further enhance the services we provide to all of our clients and expand our reach to merchants of all sizes.”

For more information about First Data Loyalty Solutions, please contact Doug Dwyre at 303.967.8574 or doug.dwyre@firstdatacorp.com.

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About First Data

First Data Corp. (NYSE: FDC) is a leading provider of electronic commerce and payment solutions for businesses worldwide. Serving 4.6 million merchant locations, 1,900 card issuers and their customers, First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. The company's portfolio of services and solutions includes merchant transaction processing services; credit, debit, private-label, gift, payroll and other prepaid card offerings; fraud protection and authentication solutions; electronic check acceptance services through TeleCheck; as well as Internet commerce and mobile payment solutions. The company's STAR Network offers PIN-secured debit acceptance at 2 million ATM and retail locations. For more information, visit www.firstdata.com.