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FIRST PERFORMANCE SELECTED AS A MEMBER OF THE 2020 ATLANTA METRO EXPORT CHALLENGE COHORT

ATLANTA, GA – February 2nd, 2020 – First Performance, a global provider of account-controls and digital engagement, has been named a recipient of a \$5,000 grant in the annual [Atlanta Metro Export Challenge](#) (Atlanta MEC), a grant program designed to engage small-and medium-sized businesses in metro Atlanta in the development of international sales plans.

Companies from all over the 29-county region, ranging in size from startups to small and established medium-sized businesses, applied to the program. Twelve companies were selected by an independent panel of judges and will each receive a grant of \$5,000 to apply towards their international sales growth. They will also benefit from an extensive mentorship program supported by the U.S. Commercial Service and the District Export Council.

“We are very proud to be associated with the Metro Atlanta Chamber and to be given this opportunity to showcase the growth of First Performance and the Financial Technology sector of the city of Atlanta. This city plays host to a great number of important companies both small and large, making a difference in each of their verticals, and providing jobs and security of those who reside in the City of Trees and worldwide. Our international growth has been the cornerstone to our success and we will continue to strive to be the global leader in digital engagement and cardholder experience”, Ben Psillas, CEO.

First Performance delivers the next generation of account controls and digital engagement to Financial Institutions around the world and empower cardholders to use, manage, and control their cards digitally. This level of choice, control, and convenience is at the heart of everything we do and as a result our Partners are growing their businesses with less effort, lower costs, and getting better results; allowing them to compete more effectively, attract and retain more cardholders, and reduce their costs on false decline and chargebacks.

The Atlanta MEC was established in 2016 with the goal to support more metro Atlanta companies to sell their products and services abroad. Thanks to the generous sponsorship of JPMorgan Chase and regional partners, more than 90 companies went through the program over the last four years. They successfully grew their international sales through the attendance of trade shows, customer meetings and other initiatives that increased their exposure to international prospects. The Metro Atlanta Chamber has been administering this program since its implementation.

“Metro Atlanta is home to an ever-growing international business community. The real value of a program like the Metro Export Challenge is in supporting these diverse, innovative companies doing work at a global scale,” said Metro Atlanta Chamber President and CEO Hala Moddelmog. “Their success abroad leads to job creation here in our region, and they serve as ambassadors for Atlanta around the world. I would like to congratulate the 2020 cohort and thank our partners in the region for their continuous support. Their commitment to the program is a testament to collaboration toward a greater goal.”

The 2020 program is sponsored by the Georgia Department of Economic Development, City of Atlanta’s Mayor’s Office of International Affairs, Select Cobb, Decide DeKalb, Forward Forsyth, Partnership Gwinnett, Delta Air Lines, the District Export Council, U.S. Commercial Service, and the Metro Atlanta Chamber.

Each of the twelve grant recipients will have the chance to compete for additional funding in the 2020 Atlanta MEC Pitch Day, which will take place in November. For more information about the program, please click [here](#).

About First Performance

First Performance is an enterprise software company developing the next generation of account controls and digital engagement as a turnkey white label solution for global processors and banks. Our API platform empowers cardholders to use, manage, and control their finances digitally, in real time. The platform integrates with institutions’ existing digital channels and works across all card portfolios. www.FirstPerformance.com

About the Metro Atlanta Chamber

The Metro Atlanta Chamber (MAC) serves as a catalyst for a more prosperous and vibrant region. To advance economic growth and improve metro Atlanta's quality of place, MAC is focused on starting, growing and recruiting companies to the 29-county metro Atlanta region. The Chamber is also focused on growing the region's innovation economy by promoting and strengthening connections to drive Atlanta's innovation and entrepreneurial culture. MAC is committed to being an active voice for the business community, serving as an advocate for a competitive business climate and telling Atlanta's story. For more information, visit www.metroatlantachamber.com

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