

July 12, 2011

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## Kahuna Issues Special Report on Challenges Facing ATM ISOs *Free Report Features Comprehensive Research & Analysis on ATM Trends, Issues, Future Outlook*

BLOOMINGTON, IL — Kahuna ATM Solutions announced today it is offering ATM independent sales organizations (ISOs) and operators an exclusive download of the special report: *The Six Critical Challenges Facing ATM ISOs and Operators Today*.



Because of today's competitive marketplace and rising costs, many ISOs are searching for ways to save money and increase their bottom line, says Bryan Bauer, president of Kahuna ATM Solutions. In response to this, Kahuna commissioned an independent research company to study the challenges facing ATM ISOs and operators. The results of their findings have been compiled in an easy-to-read special report and are available free from Kahuna ATM Solutions for a limited time.

"By understanding the history of our industry, informed decisions can be made to ensure future ATM business success," says Pamela Philipps, vice president of affiliate development, Kahuna ATM Solutions.

Retail at \$197, this special report pinpoints the crucial statistics and trends that impact the success of ATM ISOs and operators across the U.S. More importantly, it also provides the six key strategies you should implement immediately to protect YOUR ATM business and maximize profitability in the process, notes Philipps.

"The last two years have been especially challenging for ATM ISOs and Operators. We have seen declining revenues, soaring expenses, increased regulation, network changes and a slew of other challenges, seemingly from every facet of our industry," says Bauer. "We commissioned the report to provide our partners with the tools and industry knowledge to help them succeed."

Established in 1995, Kahuna ATM Solutions is a nationwide leader in the ATM industry; providing ATM and related financial products and services to ATM ISOs and operators. Their affiliate network of independent distributors and operators contracts for the processing and management of more than 18,000 ATMs across the United States; accounting for over 40 million transactions annually.

In addition to the special report, Kahuna ATM Solutions is also offering a free 10-Point Strategic Profitability Analysis™, a \$6,500 value, to help ATM ISOs and operators take their ATM business to the next level. The self-evaluation analysis tool provides ATM operators with strategic insight, and maximum leverage and advantage within the 10 critical areas of business.

Visit [www.KahunaATM.com](http://www.KahunaATM.com) or call 1-888-357-8472 to claim your FREE report.

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**ABOUT KAHUNA** — Kahuna ATM Solutions is the ATM industry's ONLY business development service company dedicated to the success and profit maximization of ISOs and Operators. Originally founded in 1995, Kahuna ATM Solutions has been considered a trusted industry leader for over a decade. Currently, their affiliate network of independent distributors and operators contracts for the processing and management of more than 18,000 ATMs across the United States; accounting for over 40 million transactions annually. Visit [www.KahunaATM.com](http://www.KahunaATM.com) or call 1-888-357-8472 to learn more.

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