



For Immediate Release

**News Release
March 14, 2011**

Plan Now for ADA ATM Compliance to Avoid Risk of Violations!

Austell, GA - The management at CashTrans is sending this press announcement to encourage both our financial and retail clients and colleagues to *plan your ADA ATM Compliance Site Reviews now, complete your plans and order any new equipment no later than the 3rd Quarter 2011!*



“CashTrans is concerned and believes any retailer or financial institution that waits until the 4th Quarter of this year or later runs the serious risk of not being in ADA compliance by the deadline of March 15, 2012. We also believe ATM manufacturers will be inundated with equipment and upgrade orders and there may be delays and a risk of not making the required changes in time,” states Loretta O’Dell, Senior Account Executive of CashTrans.

CashTrans is ready to help and recommends a **3 Step Process** for financial institutions and retailers. **First, conduct a branch or ATM location site review as quickly as possible to document any deficiencies. Second, develop a plan, timetable and budget for both obsolete equipment and site modifications. Lastly, order any software or hardware upgrades or new equipment no later than July or August of this year to avoid any possible delivery and installation delays.**

To assist our partners, CashTrans has developed a **comprehensive branch and remote ATM location [Site Review Brochure](#)**! We also have access to a wide range of cash dispense lobby ATMs, walk-up or drive-up models that can be ordered to support bulk check and cash deposits or models that are upgradable later. We are here to support you!

Please forward this News Release to your staff and feel free to contact our **ADA ATM COMPLIANCE COORDINATOR Loretta O’Dell at 678-313-4763** for assistance. We have a CashTrans summary compliance brochure available at www.cashtrans.com and by clicking on the following link you can review the entire ADA Compliance Guidelines issued last fall. **[ADA Standards Guidelines](#)**. CashTrans is prepared to assist you in any way throughout the process.

-- More --

For additional information on CashTrans, our ATM equipment, maintenance and EFT processing services please visit the CashTrans website at www.cashtrans.com or feel free to contact our President, Fred Ethridge at 770.941.6680 X35, or by eMail at Fred.Ethridge@cashtrans.com.

About CashTrans

Based in Austell, GA., Cash Transactions, LLC (CashTrans) www.cashtrans.com provides affordable ATM solutions to over 700 small and medium-sized, retailers and financial institutions. It currently drives over 100 financial ATMs throughout the southeast. In addition to deploying ATM equipment, CashTrans also offers “Turn-key Outsourced Solutions” and a complete service program that includes on-site and off-site technical assistance from certified ATM technicians and seasoned professionals. CashTrans is authorized to sell and service Wincor-Nixdorf, Nautilus Hyosung, Triton and other brands of ATM equipment.

Media Contact:

CashTrans, Russ Schoper

770-740-9979

Media@CashTrans.com

###