Priority Technology Holdings, Inc. Announces Company.com STAC™ Platform Implementation

November 5, 2019

ALPHARETTA, Ga.--(BUSINESS WIRE)-- Priority Technology Holdings, Inc. (NASDAQ: PRTH) ("Priority" or the "Company"), a leading provider of merchant acquiring, integrated payment software and commercial payment solutions, announced today its successful implementation of the STAC™ (Services & Technology Application Cloud) Platform. This new offering allows Priority to provide a number of bundled and ancillary products and services via Company.com's innovative Personalized Business Dashboard.

"Our small business customers have spoken: They want to access software and services that extend beyond payments – and they want them from a trusted source. We're proud to now have the ability to be that source, both directly and via our ISO/agents channels, for over 190,000 small businesses across the United States. Our partnership with Company.com greatly expands our ability to meet our customers where they work, with best-in-class products that can be configured to meet their unique needs," said Afshin Yazdian, President of Priority Payment Systems, LLC.

Immediately available products will include local marketing, email, tech support, tax services, and team collaboration solutions, as well as a discounted bundle of these services. All products and services can be accessed and managed via Company.com's innovative, real-time Personalized Business Dashboard. Using identity access management and deep partner data integrations, the dashboard acts as a window into a business' overall health and performance, displaying critical business data in real or near-real time. Small business users are able to customize and personalize the dashboard to display the modules they find most important and even add their existing products to their dashboard environment. The STAC platform also enables Priority to offer co-branded custom instances of the platform and dashboard for its agents, registered ISOs and Sub-ISOs, agent banks, and ISV channels bringing high value, increased wallet share, and attrition management tools to Priority's highly valued distribution channels.

"We're excited to bring the STAC™ Platform to our partners at Priority Payment Systems," stated Bill Wade, founder and CEO of Company.com. "Their commitment to providing merchants with innovative, customer-driven solutions is well known in the industry and a perfect fit with our own goals of innovating and fostering success in America's small businesses."

About Priority Technology Holdings
Priority Technology Holdings, Inc. is a leading provider of merchant acquiring, integrated payment software and commercial payment solutions. Priority's enterprise operates from a purpose-built business platform that includes tailored customer service offerings and bespoke technology development, allowing the Company to provide end-to-end solutions for payment and payment-adjacent opportunities. Additional information can be found at www.PRTH.com.

About Company.com LLC
Founded in 2008, Company.com specializes in aggregating and integrating best-in-class software and services for small businesses through its proprietary "STAC," or "Service & Technology Application Cloud" platform environment. Through both direct acquisition and distribution channel partner relationships, this platform allows over 230,000 small businesses to access and manage multiple products from one integrated dashboard and billing platform. For more information on Company.com, please visit http://partner.company.com or email media@company.com

Forward-Looking Statements
This press release contains forward-looking statements that are subject to certain risks, trends and uncertainties that could cause actual results to differ materially from those projected, expressed, or implied by such forward-looking statements. In some cases, you can identify forward-looking statements by use of words such as "may," "will," "should," "anticipates," "believes," "expects," "plans," "future," "intends," "could," "estimate," "predict," "projects," "targeting," "potential" or "contingent," the negative of these terms or other similar expressions. Our actual results could differ materially from those discussed or implied herein.

We caution that it is very difficult to predict the impact of known factors, and it is impossible for us to anticipate all factors that could affect our actual results. All forward-looking statements are expressly qualified in their entirety by these cautionary statements. You should evaluate all forward-looking statements made in this press release in the context of the risks and uncertainties disclosed in our SEC filings, including our most recent Annual Report on Form 10-K for 2018 filed with the SEC on March 29, 2019. These filings are available online at www.sec.gov or www.PRTH.com.

We caution you that the important factors referenced above may not contain all of the factors that are important to you. In addition, we cannot assure you that we will realize the results or developments we expect or anticipate or, even if substantially realized, that they will result in the consequences we anticipate or affect us or our operations in the way we expect. The forward-

looking statements included in this press release are made only as of the date hereof. We undertake no obligation to publicly update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law. If we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements. We qualify all of our forward-looking statements by these cautionary statements.

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Investor and Media Inquiries:
Chris Kettmann
773-497-7575
ckettmann@lincolnchurchilladvisors.com

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