

## ASF Payment Solutions, and Textmunication mobile marketing are partnered through strategic innovation and business development.



 August 26, 2014

DENVER, CO, August 26, 2014. ASF Payment Solutions, a leader in payment solutions and facility management software and Textmunication, a leader in mobile marketing communications have partnered with a unique software integration solution. Health clubs, fitness centers and martial arts studios using ASF's online management software can now generate new member leads and communicate via SMS to current members.

- Automated lead generation
- Automated new member alerts
- Automated cancellation alerts
- Automated birthday alerts
- Health tip alerts
- Renewal Reminders

Health clubs and studios now have the ability to instantly communicate with their members through their own integrated ASF/TXHD account. ASF clients will gain instant control of member's communication and marketing engagement capabilities. In addition, members who have not worked out for several weeks can get reminders, and members can receive incentive offers for family and friend referrals.

Textmunication's unique mobile solution is deployed and used by brands such as Golds Gym, Worlds Gym, Fitness 19, Anytime fitness, Crunch, UFC and many more club organizations. "The benefit of SMS marketing and communication is the most powerful way to communicate with our client's members. This is a huge time-saver for club and studio owners and will increase member retention, referrals and new leads.", said Jason Weston, VP Sales & Business Development at ASF.

### About ASF Payment Solutions:

As a 40-year pioneer, ASF Payment Solutions is an industry innovator in full service billing and online



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management software systems for health clubs, fitness centers, gyms and martial arts studios. ASF is a true relational partner and takes pride in our client's business success that goes beyond just being a Health Club Management Software company. We value our own integrity and professionalism working with our customers and we're committed to continually building our client relationships.

### About Textmunication Mobile Marketing:

Textmunication is an online mobile marketing platform service provider that helps health clubs and martial arts studios communicate with their members by allowing them to build loyalty, engage member retention, and create new business through a non-intrusive, value added medium. Textmunication connects members to the content they desire through any mobile device for health clubs and studio events, as well as promotions. Clients can send the most up-to-date offers, discounts, member alerts, events, PT schedules, or any other personalized campaign.

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