

AmEx Cardmembers Enjoy Convenient Payment at DtiCorp.com

Speed and convenience of payment with the American Express Card for 35,000 HVAC products

July 4, 2009 (FPRC) -- Fort Lauderdale, FL - All customers will be able to enjoy the speed and convenience of payment with the American Express Card, and will also have the opportunity to earn a variety of types of rewards with every purchase from DtiCorp.com (<http://www.DtiCorp.com>).

Consumer spending on American Express credit cards is typically much higher than on other types of credit cards, while the costs associated with accepting AmEx credit cards through an American Express merchant account are low.

Since American Express cardholders have greater incomes, they tend to spend more. American Express cardholders are a high-earning group, with 45 percent of U.S. households that earn more than \$50,000 annually carrying an AmEx card. Additionally, cardholders charge an average of 27 percent more with their American Express Card than their average spending on other credit cards.

With incentive programs like the Membership Rewards Program, cardholders are more likely to use their American Express credit card. More than half of cardholders enrolled in the Membership Rewards Program go out of their way to use the American Express Card.

American Express cardholders are a loyal group. According to Brookfield Research data from November 2008, 24 percent of American Express cardholders exclusively used AmEx in the past month and no other credit cards or charge cards.

But it's not only consumers who are ringing up charges on the American Express Card. Businesses have also gotten into the act, with 1.7 million companies using the American Express Corporate Card for their business expenses. That number includes nearly 70 percent of the Fortune 500 -- the list of the biggest corporations in the U.S.

'The timing is perfect,' said John Marino, vice president of marketing for DtiCorp.com. 'Our ability to accept American Express Cards will bring added convenience to our customers and incremental sales to our company.'

'We developed our concept by listening to what Americans wanted. Our customers asked us to accept the American Express Card in our store and we listened. The acceptance of the American Express Card at our store means convenience for our customers and is another great way to have a chance to earn valuable rewards every single day, even while shopping for HVAC products. We believe that acceptance of the American Express Card will be welcome news to our customers.'

About American Express:

American Express Company (NYSE: AXP) is a leading global payments, network and travel company founded in 1850. Merchant Services is the merchant network of American Express, which acquires and maintains relationships with millions of merchants around the globe, which welcome American Express-branded Cards.

About Us:

DtiCorp.Com (<http://www.DtiCorp.com>) carries more than 35,000 HVAC products, including industrial, commercial and residential parts and equipment from Honeywell, Johnson Contols, Robertshaw, Jandy, Grundfos, Armstrong and more. Our online catalog is easy to navigate and search, and all products have a picture and a description. If a customer has any questions about a product, they can call 800-757-5999 and speak with one of our product experts. Our mission is to offer the best prices anywhere to our customers.

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