

See what's new with OptBlue.

Here are new opportunities to grow and expand your customer base thanks to recent changes with OptBlue.



New pricing and policy changes have been made to Government, Education, and Hospital industries, so that it's easier to enable more merchants on OptBlue.

New OptBlue Wholesale Fees are in place for Education and Government industries.

We've removed the \$1MM American Express charge volume cap for new, non-Amex accepting merchants in the Hospital and Education industries.



OptBlue has expanded eligibility to 278 franchise brands, so you can sign more merchants and service them with the benefits of OptBlue.

We've removed the \$1MM Amex charge volume cap on these franchise brands, and we've also waived the existing AXP Merchant Access Fee and waived other OptBlue requirements. Please refer to the next page for the full list of the franchise brands.



Disputes Policies have been updated to maintain fairness and transparency, which may lead to fewer Chargebacks and less disputes that are easier to manage for Merchants.

In fact, Merchants saw over 700K fewer disputes in 2017, following the changes we've made to our policies.*



We've reduced OptBlue Wholesale Fees for small restaurant transactions to make it easier for merchants to say "YES" to American Express.

Reduced restaurant fees applies to small restaurant ticket purchases under \$5.00 in select MCCs.

The updated fees were announced in April 2016 (see OptBlue Operating Regulations for details).

Speak with your processor for details.



OptBlue®

* Based on a comparison of aggregated US Merchant dispute and transaction data from 2017 to 2015, the year before the applicable disputes policy enhancements took effect.

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You can now reach out to all of these franchises.

Start signing more deals by offering the benefits of OptBlue.

Merchants in blue were lifted from the Merchant Exclusion List located in the US OptBlue Operating Regulations Appendix K.

1-800-RADIATOR & A/C	Dental Support Plus	Long John Silver's	Rocky Mountain Chocolate Factory
9Round	Diet Center	Mac Tools	Rooter-Man
A&W	Dippin Dots	Maid Brigade	Rosati's Franchising Inc.
Ace Sushi	Direct Link	Maid To Perfection	(Rosati's Pizza)
AdvantaClean	DKI	MaidPro	Sandler Training
Aerus	Downtowner Inns	Management Recruiters	Sarku Japan
Aire Serv	Dutch Bros.	Marble Slab Creamery	Sbarro
Always Best Care Senior Services	Elements Massage	Marcos Pizza	Schmidt
American Lenders Service Co.	Embroidme	Martinizing Dry Cleaning	Scottish Inns
American Poolplayers Association	Era Real Estate	Master Hosts Inns	Scotts Lawnservice
Amerispec Inspection Services	European Wax Center	Matco Tools	Sculpture Hospitality (FKA Beventel)
Anago	Exit Realty	Mathnasium Learning Centers	Senior Helpers
Any Lab Test Now	Eye Level Learning Center	Maui Wowi	Seniors Helping Seniors
Anytime Fitness	Fantastic Sams	Menchie's	Servpro
Armstrong McCall	Fast-Fix Jewelry and Watch Repairs	Merle Norman	Shoney's
Arthur Murray Dance Studio	Fastframe Training Center	Merry Maids	Signal 88 Security
ASP – America's Swimming	Fazolli's	Miami Subs – USA Inc.	Smile Source
Pool Company	Fish Window Cleaning Services	Mint Condition	Snap Fitness
Athletic Revolution	Fit Body Boot Camp	Miracle-Ear	Snow Fox (FKA JFE)
Aunt Millie's Bakeries (Distributor)	Fit4Mom	Mister Softee	Soccer Shots
Aussie Pet Mobile	Fitness Revolution	Molly Maid	Sola Salon Studios
Bar-B-Cutie	Fitness Together	Money Mailer	Sotheby's International Realty
Bark Busters	Fleet Feet	Mosquito Squad	Speedy Oil Change
Benjamin Franklin Plumbing	Flying Biscuit Café	Mountain Man Nut & Fruit Co.	Sperry Van Ness
Better Homes and Gardens Real Estate	Flying Biscuit Café (Let's Go Back, LLC)	Mountain Mikes Pizza	Spherion
Biggby Coffee	Fred Astaire Franchised Dance Studio	Mr. Appliance	Steamatic
Bimbo Foods Bakeries Distribution	Frontier Adjusters	Mr. Handyman	Sterling Optical
BNI	Glamour Shots	Mr. Rooter	Sun Tan City
Boneheads	Glass Doctor	Mr. Sandless	Super Wash
Bricks 4 Kidz	Global Graphics Network	Nathan's Famous	Superamerica
BrightStar	Godfather's Pizza	National Maintenance Contractors	sweetFrog
Brixx Wood Fire Pizza	Goin' Postal	National Property Inspections	Synergy Homecare
Brow Art 23	Grease Monkey	N-Hance	Taco John's
Bruster's Real Ice Cream	Great American Cookies	Noble Roman's Pizza	The Cleaning Authority
Buddy's Home Furnishings	Great Clips	Novus Glass	The Entrepreneur's Source
Budget Blinds	Great Harvest Bread Co.	Openworks	The Flame Broiler The Rice Bowl King
Captain D's	Griswold Home Care	Orange Leaf Frozen Yogurt Orange	The Grounds Guys
Carstar	Guard-A-Kid	Theory Fitness	The Joint...The Chiropractic Place
Cartridge World	Hand and Stone	Oxi Fresh Carpet Cleaning Pacific	The Maids
Cell Phone Repair	Massage and Facial Spa	Pride Services	The Mosquito Authority
Cellairis	Hardware Hank	Padgett Business Services	Tiger-Rock Martial Arts
Century 21	Health Mart	Passport Inn	(FKA Ita Academy)
Certapro Painters	Healthsource Chiropractic	Pearle Vision	Togo's
Charles Schwab	Heaven's Best	Penn Station, East Coast Subs	Transworld
Charley's Philly Steaks	Home Helpers	Petland, Inc.	TSS Photography
Checkers	Home Instead Senior Care	Pillar To Post	Tuffy Tire & Auto Service
Chem-Dry	Homes & Land	Pinkberry	Tutor Doctor
Cherryberry	Homewatch Caregivers	Pita Pit	Two Men and A Truck
Chester's	Hot Stuff Pizza	Pizza Inn	U.S. Lawns
Christmas Decor	Housemaster	Pizza Ranch	Uncle Maddio's Pizza Joint
Church's Chicken	Huddle House	Planet Beach	(Integrity Brands LLC) Unishippers
Cicis	Hungry Howies	Pop-A-Lock	United Country Real Estate Vanguard
Club Z! In-Home Tutoring	Huntington Learning Center	Postal Annex+	Cleaning Systems
Coffee News	Ice House America	PostNet	Vision Source
Coit Services, Inc.	Inchin Bamboo Gardens	Precision Tune Auto Care	Vision Trends
Coldwell Banker	Interim Healthcare	Pretzelmaker	Visiting Angels
College Pro Painters	J.D. Byrider and Carnow Acceptance Co.	Primrose Schools	Vocelli Pizza LP
Colors On Parade	Jani-King	Property Damage Appraisers	Watermill Express
Comet Cleaners and Laundry	Jazzercise	Prosource	Weed Man
Comforcare Home Care	Jersey Mikes	Puroclean	Weichert
Comfort Keepers	Jets Pizza	Rainbow International	Wetzel's Pretzels
Complete Music	Keystone Insurers Group	Rallys	Wienerschnitzel
Complete Nutrition	Kids 'R' Kids	Real Living	Win Home Inspection
Cookies By Design	Kitchen Tune-Up	Real Property Management Realty	Window Gang
Cost Cutters Family Hair Care	Kona Ice	Executives	Window World
Cozzoli's Pizzeria	Krystal	Red Carpet Inn	Wing-Stop
Culligan	Kumon	Red Mango	Winzer
Dairy Mart	L.A. Insurance	Regal Nails Salon & Spa	Wireless Zone
Davi Nails	Lawn Doctor	Right At Home	WSI
Decorating Den Interiors	Liberty Tax Service	Rita's Ice-Custard-Happiness	Yogurtland
	Line-X		Zounds Hearing