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# **eLayawaySPORTS: “Being a Sports Fanatic Shouldn’t Leave You in Debt”**

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**Tallahassee, November 11, 2008** — eLayaway, the leading provider of layaway-based payment technologies announced today the launch of eLayawaySPORTS a payment system that will allow sports teams to extend ticket sales and licensed merchandise to millions of credit-conscious consumers in order to maintain and expand their fan base.

The payment technology behind eLayawaySPORTS is the same patent pending technology of its parent company eLayaway making the popular flat 1.9% transaction fee consumers pay and zero transaction fees to merchants the same terms behind the newest eLayaway subsidiary.

eLayawaySPORTS will give fans the opportunity to pre-pay for their season tickets through an automated payment schedule that meets their individual lifestyle and budget and receive the tickets once the package is paid in-full like traditional eLayaway.

“eLayawaySPORTS will allow sports teams to extend an easier and more responsible way to purchase tickets and apparel to their fans on terms that are non-credit based,” said Sergio Pinon, founder of the Tallahassee-based company.

eLayaway is currently undergoing integration builds with several professional and collegiate sports teams throughout the U.S. who will be offering the eLayawaySPORTS payment option on season ticket packages and apparel while anticipating a quick uptake by several professional leagues and their fans in 2009.

“Being a sports fanatic shouldn’t leave you in debt, and that is the purpose behind this brand,” said Sergio Pinon, eLayaway co-founder and CEO.

## **About eLayaway™**

eLayaway.com is similar to traditional layaway, allowing shoppers to buy a product online and pay for it in regular automatic installments with automatic clearing house (ACH) processing by HSBC and delivery upon full payment. Founded by Sergio Pinon in 2005, eLayaway.com is based in Tallahassee, FL and recently announced the creation of eLayawayHEALTH ( [www.eLayawayHEALTH.com](http://www.eLayawayHEALTH.com) ) and eLayawaySPORTS ( [www.eLayawaySPORTS.com](http://www.eLayawaySPORTS.com) ). Executive biographies, press information, related links and articles are available at [www.eLayaway.com](http://www.eLayaway.com). Link to step-by-step video: [www.elayaway.com/purchasing-power](http://www.elayaway.com/purchasing-power) ; Link to our Sample Calculator: [www.elayaway.com/how\\_it\\_works/calculator](http://www.elayaway.com/how_it_works/calculator)

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