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Media Contact: [Alicia Blanda](#)

Blanda Marketing & Public Relations
(228) 229-2586 M | (228) 206-6928 O

Just Cash Announces New Mission and GM, Kirk Barrett *Laser-Focus on helping Independent ATM Deployers maximize returns on their fleets and break into new profitable locations.*

FT. LAUDERDALE, FL. – [Just Cash Inc.](#), a fully-independent ATM software company offering Bitcoin to Cash and Bitcoin purchasing on retail ATMs, is excited to announce it has begun to relaunch and refocus its products and services exclusively for Independent ATM Deployers (IADs) looking to maximize their current fleets and open new doors with fresh ATM services and tech.



To accelerate the mission, Just Cash recently brought on Kirk E. Barrett as it's GM. Barrett was a former CTO and Managing Director of BankMobile, (now BM Technologies, Ticker: BMTX) among the first neobanking fintechs to go public and one of the largest digital banking platforms in the U.S. with over 2 million account holders. Barrett has been pivotal in refocusing Just Cash back to its roots of powering ATM innovations for independent deployers.

In 2012, Victor Cook, PhD, founder of Just Cash, invented the original “Cardless Withdrawal” for ATMs. Cook’s innovations led to retail ATMs dispensing cash securely and compliantly to customers without a debit card by 2016. By 2017, Just Cash was at the forefront of ATMs offering Bitcoin purchasing via debit. By 2021, Just Cash had amassed the nation’s largest network of independent ATMs able to accept Bitcoin and dispense cash near instantly.

“We have something special with the new Just.Cash that allows our partners to differentiate themselves and unlocks new recurring revenue streams. And best of all, we never lock IADs into onerous contracts nor compete with them for placements” says GM Barrett. Co-Founder and COO Luis Ruggiero, who spearheads ISO/Operator relationships, states “we help our IAD partners and their customers earn new recurring fees by making their existing ATMs more profitable - with better tech, teamwork and vision.”

Just Cash is committed to empowering their IAD partners – placing time, money, and innovation into products and services, including:

- **Faster, More Efficient Bitcoin at the ATM:** Just Cash’s solution takes 40 seconds or less to transact. Plus, Just.Cash Paper Bitcoin™ prints the digital currency right on the receipt to spend in the store, give as a gift or instantly import it into the wallet of their choice.
- **Flexible Bitcoin Buy/Sell Fees:** With Just Cash’s Flex-Fees™ system, IADs control what they charge for fees and they can easily adjust them remotely at any time.
- **Free, Remote Installation:** Just Cash handles all remote deployments and ATM activation plus provides robust reporting and monitoring.
- **Robust Location Advertising:** Prime location advertising on Google, Bing, Bitcoin maps and more.

Just Cash’s Bitcoin services are currently available on Hyosung SE class (all C and V versions 06.01.37 or higher) and all major Triton retail ATMs. The company anticipates support for Genmega Retail and UK2 along with GRGBanking ATMs will be available mid-2023.

IADs can discover the Just Cash difference and meet the company’s new GM, Kirk Barrett, at the upcoming NAC2022 Conference & Expo in Hollywood, FL, Sept. 13-15, 2022. To learn how to earn more predictable income with your fleet, win better placements, and optimize current locations, visit [Just.Cash](#) online to request a meeting or demonstration.

About Just Cash — Since 2015, Just Cash provides at-the-ATM financial services products such as compliant cryptocurrency redemption (cashing out Bitcoin) and Debit card-based purchasing of Bitcoin for Independent ATM Dealers and Operators. The technology, which is compatible with most Windows CE-based ATMs, is built-in already and requires no new hardware, it is easy and fast to use and drives more traffic to the ATM. Connect with Just Cash by visiting our [website](#) or via [LinkedIn](#).