



Payment Processing, Inc. Unveils Comprehensive Point-2-Point Cardholder Data Security Program for Integrated Payment Processing

Strategic program provides security products and services for application software developers; could eliminate PCI compliance requirement

Las Vegas, RSPA RetailNOW, July 14, 2009 -- Payment Processing, Inc. (PPI), the industry leader in integrated payments, today announced a comprehensive security program – the ***PPI Point-2-Point (P2P) Cardholder Data Security Program***. The program is designed to help application software developers enhance product security functionality and achieve Payment Card Industry (PCI) compliance at a fraction of the cost with the potential of removing the compliance requirement.

The PPI program is intended specifically for software developers and their customers, and provides them with:

- An all-inclusive security solution that addresses the domain of the software application – point-2-point (card data in transit between the application and the payment gateway).
- Products that can be used to encrypt all types of credit card data prior to use by the software application.
- The ability to differentiate their software applications by adding significant security functionality.
- The opportunity to reduce PA-DSS compliance costs and, over time, to eliminate the need for compliance.
- Developer assistance and a free SDK for implementing these products.

“The security needs for application software developers are unique and complex,” states Chuck Riegel, PPI’s executive vice president. “Our software partners are counting on us to help them navigate the security issues they face and provide them with robust, comprehensive solutions that maximize their limited development resources and reduce their cost of compliance.”

The program is based on these foundational assumptions:

- Leveraging strong encryption to secure credit card data at the point of swipe, the earliest part of the transaction, reduces the scope of PCI compliance for the software developers and merchants.
- All types of credit card data must be secured, including credit swipe, hand keyed, debit, recurring and e-commerce.
- If card data is encrypted and never in the clear, then the application is not storing, processing or transmitting card data and, therefore, is out-of-scope for PCI compliance.

The PPI Point-2-Point Card Holder Data Security Program encompasses a series of new product offerings available with the PPI PayMover Payment platform, complemented by an industry-first PCI Compliance Relief initiative to help application developers achieve PCI compliance at a fraction of the cost.

The PPI PayMover-based technologies include:

Data Encryption

MagneSafe™ technology, available through a partnership with MagTek (magtek.com), uses open standards encryption to encrypt credit card track data within the reader, ensuring the merchant’s point-of-sale system never handles clear text cardholder data. The encrypted data is securely decrypted upon receipt at the PPI PayMover gateway. At no point in the transaction process is cardholder data transmitted in the clear.

Managed Payer Data

PPI will allow software developers to store tokens in place of card data needed for repeat business or recurring transactions.

Chris Mark, principle at Aegenis Group - a leader in providing training, risk management and strategic consulting for the payment card industry - believes programs like PPI's P2P security program are on track to deliver relief from the burden of PCI compliance. As he stated in a recent article: "If an organization is not handling cardholder data, as defined by the PCI DSS, the requirements don't apply," he says. "This is a watershed moment within the industry. For years, I (and a number of others) have been pushing tokenization technologies, end-to-end encryption, advanced authentication and other technologies that render data virtually useless. These are the technologies that will truly make a difference in the industry."

An essential partner in this endeavor is MagTek, Inc. of Seal Beach, CA. MagTek CEO Mimi Hart explains how the company's MagneSafe technology is so crucial to security efforts such as PPI's: "The evolution of cardholder security has been about making taller, more impenetrable walls. History has demonstrated that any system can be breached. No one technology on its own can stop data theft and card fraud, but by combining layers of security such as encryption, tokenization and ultimately card authentication, collectively, we can better secure credit card data and eliminate the redemption value of stolen and compromised credit card data. PPI's efforts with the Point-2-Point Cardholder Data Security Program provide a significant value proposition for their customers and places PPI in a leadership position among its competitors."

PPI's comprehensive solutions are developed and supported in-house, resulting in a unique 360-degree view of the entire payment transaction. Each solution includes the critical components defining successful integrated payment processing:

- Free, feature-rich, fast and dependable technology
- Seamless, secure transaction processing
- Free developer kit and integration/certification services
- PA DSS/PCI-DSS validation services for developers and customers
- Dedicated account managers for developers and resellers
- Aggressive revenue sharing and marketing programs
- Free, unlimited 24/7/365 technical support from experts familiar with the solution

Software developers seeking more information about the PPI Point-2-Point Cardholder Data Security Program should visit: www.paypros.com/landing/ppisecurity.asp.

About Payment Processing, Inc.

Since 1995, PPI has been the industry leader in providing software developers with a full range of services for developing and promoting integrated payment solutions, including PPI-developed payment gateway technology, integration support, merchant support, marketing assistance and PA DSS/PCI-DSS security services. Today, PPI is the most successful company in the world focused on integrated payments, supporting nearly 1,200 partners and more than 33,000 merchants with efficient, cost-effective payment solutions. In 2008, PPI processed in excess of \$5 billion in Visa® and MasterCard® payments. Learn more at www.paypros.com.

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