



**Magensa™ Joins PCI Security Standards Council as Newest Participating Organization -
Magensa to participate in key standards setting body protecting payment cardholder data**

Carson, CA – April 7, 2008 – Magensa, an application service provider of credential, hardware, and website authentication systems for secure online banking and e-commerce functions, announced today that it has joined the PCI Security Standards Council as a new participating organization. As a Participating Organization, Magensa will work with the Council to evolve the PCI Data Security Standard (DSS) and other payment card data protection standards.

The PCI DSS, endorsed by American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc., requires merchants and service providers that store, process or transmit customer payment card data to adhere to information security controls and processes that ensure data integrity. More information on the council and the standard can be found at www.pcisecuritystandards.org

As a Participating Organization, Magensa will now have access to the latest payment card security standards from the Council, be able to provide feedback on the standards and become part of a growing community that now includes more than 400 organizations. In an era of increasingly sophisticated attacks on systems, adhering to PCI DSS represents an entity's best protection against data criminals. By joining as a Participating Organization, Magensa will contribute its experience and expertise developing secure, speedy and convenient payment transaction solutions that benefit consumers, merchants, acquirers, associations and issuers.

"The PCI Security Standards Council is committed to helping everyone involved in the payment chain to protect consumer payment data," said Bob Russo, General Manager of the PCI Security Standards Council. "By participating in the standards setting process, Magensa demonstrates they are playing an active part in this important end goal."

"Magensa is committed to the development of technologies, products, and services that enable secure payment transactions for retailers, financial institutions, and consumers," said Larry Meyers, Business Development Manager of Magensa. "As a participating organization of the PCI Security Standards Council, we look forward to contributing towards the development of advanced security standards that protect consumer payment data, and provide benefits to all segments of the payment infrastructure," concluded Mr. Meyers.

For more information on Magensa's application services of credential, hardware, and website authentication systems, please visit Magensa at Booth #2051 at the 2008 RSA Conference at Moscone Center in San Francisco, April 7-11, 2008.

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About Magensa

Magensa is an application service provider of decryption and authentication services that allows retailers to quickly implement PCI-DSS compliant payment systems at both POS retail locations and e-commerce websites. Magensa's solutions utilize secure magstripe readers that encrypt data



at the point of swipe to protect cardholder personal information, and MagnePrint, a card authentication technology that detects the use of counterfeit (skimmed) cards. Together these features provide token-based multifactor authentication for secure access to online activities. Retailers gain simplified PCI-DSS compliance that can be implemented without the need for substantial investment or changes to their existing payment processing infrastructure. For more information, please contact Magensa at 877-624-3672 or visit us on the web at www.magensa.net

About PCI Security Standards Council

The mission of the PCI Security Standards Council is to enhance payment account security by fostering broad adoption of PCI security standards. For more information, please visit www.pcisecuritystandards.org

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