



MagneSafe™ Readers Provide Secure Internet Transactions with the Swipe of a Card

Showcasing MAGENSA's latest line of MagneSafe Authenticator Devices

Las Vegas, NV - November 13, 2007 – MAGENSA™, a Trusted Verification Authority providing ASP credential authentication services and card authentication devices for online banking and e-commerce applications, will showcase its new line of portable MagneSafe Card-Reader Authenticator devices at the upcoming BAI Retail Delivery Conference, November 13th – 15th in Las Vegas, Nevada.

MagneSafe authenticator devices represent a revolutionary technology breakthrough that provides Internet consumers with secure log-in to their online accounts, while utilizing the trusted and familiar Credit/Debit/ATM cards that they already carry in their wallets. MagneSafe readers provide these capabilities in a portable, low-cost USB device that can be connected to any Internet enabled PC. Consumers simply “swipe” their financial card through a MagneSafe reader, and instantly gain secure access to their online accounts. As an added benefit, the secure magstripe data from the financial card is also available for use with e-commerce payment applications. MagneSafe readers are available in a variety of desirable shapes and colors, and provide consumers with an authenticator device that is convenient, fast, and easy to use.

MagneSafe readers utilize a security architecture that combines Card Authentication, Website Authentication, and Data Encryption capabilities into an integrated process. This solution provides Strong Multifactor Authentication for secure log-in to online accounts as recommended by the FFIEC (Federal Financial Institution Examination Council), and data encryption of cardholder data that meets the best practices of PCI-DSS (Payment Card Industry – Data Security Standard). MagneSafe readers eliminate the possibility of remote criminal attacks by protecting all cardholder data via 3DES encryption at the time the card is swiped through the reader, and by utilizing MagnePrint® card authentication technology to ensure the authenticity of the card, and to prevent the use of fraudulent counterfeit copies of a card.

“The launch of the MagneSafe product line represents a landmark event within the Internet security and payment industries, and will provide a win-win-win situation for consumers, financial institutions, and e-commerce merchants, as they can now extend the use of their trusted card credentials and payment brands for use with secure online banking and e-commerce applications”, says Larry Meyers, Business Development Manager at MAGENSA, LLC. “Consumers are already comfortable using their Credit/ATM/Debit cards for access to their financial assets and for payment applications. So, it makes perfect sense to extend the use of these familiar card credentials to the Internet, and provide consumers with the confidence and peace of mind in knowing that their online identities and assets are safe”, continues Mr. Meyers.

MAGENSA is a licensee of MagnePrint® and MagneScore™ technologies from MagTek®, Inc.

To learn more about this powerful authentication technology, please visit us at the BAI Retail Delivery Conference at Booth #839.

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About MAGENSA:

MAGENSA's remote-hosted ASP services and card authentication devices enable businesses, financial institutions, and government agencies to integrate PCI DSS and FFIEC compliant multifactor authentication and data encryption capabilities into their existing websites and



processing environments without the need for substantial investment or changes to their existing infrastructure. MAGENSA is specifically tailored to enhance the security of applications such as Online Banking, Online Brokerage, e-Commerce, and ATM utilizing the magstripe card credentials (tokens) that an institution has already issued to their customers or members. MAGENSA is powered by the proven card authentication technology known as MagnePrint® (www.magneprint.com). MagnePrint provides the capability to distinguish an authentic magstripe financial card from an altered or counterfeit version.

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