



Magensa™ and MagneSafe™ 2.0 – End to End Encryption PCI Solution for Secure POS

Seal Beach, CA – January 12, 2009 – Magensa, a Hosted ASP providing credential authentication, data decryption services, and card authentication hardware devices for secure POS and e-commerce applications, announces that its MagneSafe Secure Magstripe Readers (MSR's) and ASP will support the newly released MagneSafe 2.0 data format, and will demonstrate this technology at the NRF Convention and Expo, January 12th - 13th at the Javits Convention Center in New York City.

Magensa's MagneSafe Secure MSR devices represent the next-generation card reading technology to protect consumer's cardholder data, by encrypting the card data immediately as it is swiped at the card reader device. MagneSafe MSR's allow retailers to implement "end to end encryption" of sensitive cardholder data, and to authenticate magnetic stripe cards as they are processed at POS locations. These capabilities meet and exceed the recommendations of PCI-DSS to protect cardholder data, and can be implemented at traditional retail POS locations and e-commerce payment applications for online consumers.

The newly released MagneSafe 2.0 data format allows the MagneSafe Secure MSR's to integrate seamlessly within the existing POS terminals and POS network utilized by retail merchants today. MagneSafe 2.0 accomplishes this by maintaining the card data length and formats used by the POS systems, and blending this with 3DES DUKPT encryption of sensitive cardholder data. Combined, the MagneSafe 2.0 format ensures that cardholder data is properly secured at all points of use within the merchant POS environment and during subsequent data transmission to a secure transaction processing facility.

"The MagneSafe 2.0 data format provides the best of all worlds to the retail POS environment by providing encryption of cardholder data at the point of entry, and utilizing a data format that can effortlessly flow through existing hardware and software POS systems." says Larry Meyers, Chief Security Officer, Magensa, LLC. "MagneSafe 2.0 simplifies PCI-DSS and PCI PA-DSS compliance, by ensuring that cardholder data is never available in a form that can be compromised within the POS retail environment. It eliminates the possibility of rogue software or hardware being used to steal cardholder data as it is read, processed, or transmitted within the retail POS environment. Additionally, this solution provides a pathway for the adoption of advanced card authentication technologies such as MagnePrint®, which can detect and prevent the use of counterfeit cards, provide multifactor authentication for secure access to online accounts, and provide 'authentic card present' data for POS and/or e-commerce payments. Magensa's services work in tandem with the MagneSafe 2.0 format, and allow retailers to easily integrate data decryption and/or card authentication capabilities into their secure data center to create a comprehensive end-to-end solution that protects cardholder data," concluded Mr. Meyers. Beyond POS, the MagneSafe 2.0 solution can be implemented at locations such as self service kiosks, unattended payment terminals, and ATM's.



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 NRF Convention and Expo at Booth #1765.

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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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