



FOR IMMEDIATE RELEASE

For more information:
MagTek, Inc.
1710 Apollo Court
Seal Beach, CA 90740
Kellie Wilkie
562-546-6335
kellie.wilkie@magtek.com

**MagTek's MagneSafe™ Secure Card Readers are Now
Compliant with ARTS/UnifiedPOS 1.12 Specifications**

ARTS UPOS 1.12 Specification Supports Secure MSR Devices


Seal Beach, CA - January 14, 2008

MagTek, Inc., a global leader in electronic payments technology, announced today that its MagneSafe Secure Magnetic Stripe Readers (MSR's) will be compatible with the latest ARTS UnifiedPOS 1.12 specification to be unveiled at the NRF Convention and Expo, January 14th - 15th at the Javits Convention Center in New York City.

MagTek's MagneSafe Secure MSR devices represent next-generation card reader technology, providing Retailers the ability to encrypt and authenticate magnetic stripe card data as it is processed at POS locations. These capabilities meet 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 ARTS (Association for Retail Technology Standards) UnifiedPOS 1.12 specification is an open standard platform that provides POS software application developers with a standardized API for communicating with common POS hardware peripherals. ARTS has recently adopted support for a new category of magstripe card readers known as "Secure MSR's", which includes MAGENSA's MagneSafe Secure MSR's.

"MagTek commends the ARTS council for including a Secure MSR platform in their latest UPOS 1.12 specification that will provide immediate security benefits to retailers and consumers. The Secure MSR technology at POS will ensure that the cardholder data is protected from the moment the card is swiped. Also, the Secure MSR's give the retailers a simplified implementation path to upgrade their POS systems to meet the PCI- DSS guidelines," says Annmarie "Mimi" Hart, President and CEO of MagTek. "Additionally, the Secure MSR's will provide opportunities to adopt advanced card authentication technologies such as MagnePrint, which can offer several transaction security benefits, including the detection of counterfeit or altered payment cards, strong multi-factor authentication for online accounts, dynamic card authentication value, and "authentic card present" data for e-commerce payments," concluded Mrs. Hart.



To learn more about this powerful authentication technology, please visit us at the NRF Convention and Expo at Booth #2712.

About MagTek

Since 1972, MagTek has been a leading manufacturer of electronic devices and systems for the reliable issuance, reading, transmission and security of cards, checks, PINs and other identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card readers, check scanners, PIN Pads and distributed credential issuing systems. These products are used worldwide by financial institutions, retailers, hotels, law enforcement agencies and other organizations to provide secure and efficient electronic payment and identification transactions.

Today, MagTek continues to innovate with the development of a new generation of security centric products secured by MagneSafe™. By leveraging strong encryption, secure tokenization and real time authentication, MagneSafe products enable users to assess and validate the trustworthiness of credentials used for online identification, payment processing, and other high-value electronic transactions.

MagTek is based in Seal Beach, California and has sales offices throughout the United States, Europe, and Asia, with independent distributors in over 40 countries. For more information, please visit www.magtek.com.

###