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**MagTek Introduces the iPad®, the most Secure PINpad
providing end to end Protection for Merchants, Acquirers,
Processors, Issuers and Consumers.**

*The iPad delivers unprecedented cardholder security and
authentication technologies in a low cost and attractive design*

Seal Beach, CA - April 14, 2008 -

MagTek, Inc., a global provider of the most secure electronic payment technology, today announced the availability of its new iPad, a secure PIN entry device combined with MagTek's 3-Track MagneSafe™ secure card reader. iPad provides the most comprehensive end to end security solution to prevent personal cardholder data breaches that continue to occur at merchant networks even after the latest PCI DSS security standards have been implemented.

The iPad immediately encrypts data at the point of swipe safeguarding personal information encoded on the magnetic stripe. The encryption takes place within an encapsulated magnetic read head as the card is swiped eliminating the chance of intercepting clear text data. The data is not in the clear for even a few milliseconds. The iPad's data encryption scheme uses industry standard 3DES allowing merchants, processors, issuers and acquirers the flexibility to manage decryption services themselves or outsource, thereby avoiding the risk imposed by unproven, proprietary encryption algorithms.

As an added level of defense, the iPad has MagnePrint®, an embedded security feature that authenticates the debit, credit or gift card and its encoded track data rendering counterfeit or cloned cards useless. So even if a criminal manages to acquire cardholder data and manufactures counterfeit cards, they can be detected, the transaction can be declined and the criminal can be prosecuted.

The iPad is a small device that can be handheld or easily mounted with optional plate adapters. Among the many features that iPad delivers, it also provides a bus powered USB 2.0 interface, a graphics LDC with backlight, a locking cable connection, and an optional privacy shield.

“In today’s electronic transaction environment, cardholder security is paramount and the early PCI PED 1.0 standard placed a significant burden on merchants and vendors - some vendors are still upgrading product to comply. The new 2.0 standard will add new challenges for the industry in order to comply.” said John Arato, Vice President at MagTek. “The iPad meets all the requirements of the new standard and more importantly offers all parties involved in the payment transaction process more options to fortify the payment chain. Merchants and Financial Institutions should be diligent and make sure their product purchases comply with the new 2.0 standard,” added Mr. Arato.

The iPad will work with existing POS systems and infrastructures that are deployed and operational today, alleviating the burden of a lengthy development or integration effort. For more information on the iPad or for a full product demonstration, please visit us at Booth #621 at the 2008 ETA Meeting and Expo.

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.

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