

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

MagTek Will Showcase the ExpressCard 1000 at ETA for Card Issuance and Personalization of Gift and Prepaid Cards

ExpressCard 1000 delivers market differentiation and new revenue growth for ISO's targeting instant card issuance in the Gift, Prepaid, and Private Label card markets

Seal Beach, CA - April 14, 2008


MagTek, Inc., a global leader in secure electronic payments technology, will be exhibiting at the 2008 ETA Meeting and Expo and will showcase the ExpressCard 1000, the industry's first "all-in-one" secure instant issuance and personalization platform for any financial payment card, including Credit, Debit, ATM, Gift, and Prepaid cards.

The ExpressCard 1000 advanced design provides a secure multi-card issuance platform that is ideal as a countertop solution, enabling merchants to produce full color graphics for the front and back of the card while the customer is onsite, and also allowing ISO's to capitalize on the high marketplace demand of card personalization for Gift cards and Prepaid cards. Additionally, cardholders will also benefit by instantly receiving their card onsite and thus eliminating the risk of theft when their card is mailed.

"Even though gift card growth is staggering, you need to have the right marketing and packaging to be successful," said Lori Breitzke, Prepaid Expert from The Strawhecker Group. "Choice, flexibility and convenience are important to consumers who purchase gift cards. The industry is moving to instant issue cards. Instant issue cards eliminate ID theft because the card does not have to be mailed. Plus issuers offer the convenience and superior customer service when providing a personalized card," concluded Mrs. Breitzke.

The ExpressCard 1000 delivers enhanced card personalization by offering full image support, magstripe and smartcard encoding, embossing, plus wear-resistant color tipping and indent printing to create durable and stunning personalized cards that will excite current cardholders and that new cardholders will be attracted to.

"The ExpressCard 1000 makes terrific business sense for the larger merchant establishments that are committed to investing in the real-time issuance of fully customizable gift, loyalty, debit and credit cards at their locations," said Vaden Landers, CEO



of Profit Point, Inc. “Customers can bring a digital photograph of their choice to the merchant, and obtain a custom gift card incorporating that photo within seconds. Image print quality on the card is outstanding. The ExpressCard 1000 is competitively priced, especially given its ability to produce one-off cards and the flexibility it offers retailers who prefer to internally control card manufacturing as opposed to outsourcing to a third-party,” concluded Mr. Landers.

With the ExpressCard 1000, merchants will be able to meet the current market needs for Gift and Prepaid cards, and also support new cards issuing trends, including smart cards, contactless cards and flat cards.

For more information on the ExpressCard 1000 or for a full product demonstration, please visit us at Booth #621 at the 2008 ETA Meeting and Expo in Las Vegas, NV.

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.

###