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Cottonport Bank Offers Instant, Personalized Debit Cards with MagTek's IntelliCAT®

IntelliCAT Dramatically Reduces Cost and Lead Time for Personalized Card Issuance

SEAL BEACH, Calif. – November 3, 2009 – MagTek®, Inc., a global leader in secure electronic payment technology, today announced that Cottonport Bank, a growing community bank in Cottonport, L.A., has implemented the MagTek IntelliCAT system to provide instant, personalized debit cards to its banking customers. Chosen for its flexible, easy to operate and secure design, the IntelliCAT system enables Cottonport to securely deliver customized debit cards that increase both customer loyalty and card usage.

Founded in 1902, Cottonport Bank has a long history of service for the citizens of Louisiana. The regional bank has 11 branches throughout the central eastern region of the state, offering consumer banking services including checking, savings and consumer loan products.


Like many regional banks, Cottonport Bank was facing the high cost of third-party debit card issuance. High costs, combined with lengthy turn-around times initiated the search by Cottonport Bank to identify an in-house solution for card issuance. Added to this need was the desire to offer custom card personalization which Cottonport Bank executives knew would increase usage and loyalty.

“We wanted a way to reduce card delivery lead time and cost while offering something extra for our banking customers,” said Lynn Roy, senior vice president and CIO, Cottonport Bank. “MagTek delivered all of that and more. With easy to use features and the ability to support photo cards, our new MagTek solution now gives us the ability to offer customers instant card issuance with a photo that makes it ‘their’ card, all with the superior security MagTek is known for.”

The MagTek IntelliCAT system instantly and securely issues ATM, debit, credit and gift cards with consumer-selected PINs at any branch location. Secure, fast, reliable and cost-effective, IntelliCAT is fully customizable and can simultaneously increase card security, card usage and card revenues while reducing the overall cost of card issuance. The Windows-based software application allows Cottonport Bank to create, manage and monitor their entire card issuing program.

With the ability to personalize cards with photos of family, friends, pets, vacations and more, IntelliCAT creates the customized card product that consumers want. Cards can be easily produced in-branch using the ExpressCard 1000 desktop device which features color printing, embossing, indent printing and color tipping all in one compact system, so customers can get their card on the spot.

“For banks like Cottonport Bank, IntelliCAT delivers the instant personalization that gives customers an affinity and emotional connection to their bank and its debit card,” said MagTek’s Peter Matino, Vice President, Financial Business Unit. “It’s through this personalization that a bank card can earn ‘top of



wallet' status, building increased transaction activity and brand loyalty. And MagTek delivers all of this with its trusted MagneSafe security technology for identity-theft protection and fraud prevention.”

More information about MagTek's card issuance solutions, including IntelliCAT, can be found by visiting: http://www.magtek.com/products/card_issuance_pin_pads/.

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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