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MAGTEK TO DEMONSTRATE MAGNESAFE END-TO-END TRANSACTION SECURITY AT “ETA TECHNOLOGY SHOWCASE”

*MagneSafe Protects Sensitive Card Data from the Point of Swipe
and Deters Counterfeit Card Fraud*

Las Vegas, NV (April 13, 2010) – [MagTek, Inc.](#), a global leader in retail electronic payment security, today announced that it will demonstrate its [MagneSafe](#) security solution during the Electronic Transactions Association’s “Technology Showcase” at the [ETA Annual Meeting & Expo](#), April 13-15, at Mandalay Bay Resort and Casino, Las Vegas, NV.

In keeping with the ETA Technology Committee’s request for what can be done to secure payments with advanced technologies, MagTek will demonstrate how existing payment cards, the consumers who present them and the merchants who accept them can be protected with a [layered approach](#) to card data security without the hassles and expenses of major systems changes.


“MagTek is pleased to be part of the ETA’s Technology Showcase where industry insiders can see first-hand the value in MagneSafe’s ability to deliver dynamic payment card data with little or no changes to existing infrastructure,” says Andy Deignan, vice president global marketing and strategy for MagTek. “It is important for all of the participants in the payments process to understand that securing cardholder sensitive data starts at the earliest point possible, the card swipe.”

Technology Showcase demonstrations will take place on April 13th from 6-7 p.m. PST, April 14th from 11:30-12:30 p.m. and again from 4:30-5:30 p.m. Immediately following each session, Andy Deignan of MagTek will be available for one-on-one interviews to discuss MagTek’s approach to end to end transaction security.

For more information about MagTek and MagneSafe, please visit us at the [ETA Annual Meeting & Expo](#), April 13-15, at Mandalay Bay Resort and Casino, Las Vegas, NV, booth # 1119.

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, real time authentication and dynamic payment card data, 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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