



**MagTek Press Release  
FOR IMMEDIATE RELEASE**

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**HEARTLAND PAYMENT SYSTEMS® CERTIFIES MAGTEK'S  
QWICKPAY FOR A SECURE MOBILE PAYMENT SOLUTION**

*QwickPAY Lets Merchants Process Payments Using a Variety of  
Smart Phones; Protects Cardholder Sensitive Data from the  
Point-of-Swipe*

**Seal Beach, CA (January 10, 2011)** – [MagTek, Inc.](#), a global leader in retail electronic payments security technology, today announced [Heartland Payment Systems](#), the fifth largest payment processor in the US, has certified and now supports its QwickPAY mobile payment solution.

[QwickPAY](#) is a highly secure, mobile payment solution that enables merchants to use smart devices like the iPhone, iPad and iPod touch to make secure card-present transactions anytime and anywhere. With QwickPAY, the transaction process is simple: the merchant enters the transaction amount on screen and swipes the customer payment card through the card reader attached to the device; the cardholder signs his/her name on the mobile device's screen; the transaction is processed and the merchant emails the cardholder an electronic receipt.

Built around the [MagneSafe Security Architecture](#) and using the [iDynamo](#) secure card reader authenticator, QwickPAY is designed to protect data from the point-of-swipe and surpasses the PCI DSS requirements for protecting sensitive data.

“By transforming mobile devices into multi-functional, secure point-of-sale (POS) systems, QwickPAY enables Heartland to offer business owners a user-friendly, portable processing solution that can be used across a variety of merchant environments.” said Steve Elephant, Heartland's chief information officer.

“We are extremely pleased to be working with Heartland as it deploys QwickPAY. By combining QwickPAY with our iDynamo SCRA, merchants will reduce the cost of accepting credit and debit payments while protecting payment card data,” said John Arato, MagTek's

vice president for retail products. “Heartland is a leader in the payments industry and fully understands the importance of protecting its customers’ data using a layered approach to enhance overall security.

For more information about QwickPAY and Heartland, please visit MagTek and Heartland at the National Retail Federation’s “[Retail’s Big Show](#)” January 9-12, 2011, booths # 119 and # 3350 respectively.

### **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](http://www.magtek.com).

### **About Heartland Payment Systems**

Heartland Payment Systems, Inc. (NYSE: HPY), the fifth largest payments processor in the United States, delivers credit/debit/prepaid card processing, gift marketing and loyalty programs, payroll, check management and related business solutions to more than 250,000 business locations nationwide. A FORTUNE 1000 company, Heartland is the founding supporter of The Merchant Bill of Rights, a public advocacy initiative that educates merchants about fair credit and debit card processing practices. The company is also a leader in the development of end-to-end encryption technology designed to protect cardholder data, rendering it useless to cyber criminals. For more information, please visit [HeartlandPaymentSystems.com](http://HeartlandPaymentSystems.com), [MerchantBillOfRights.org](http://MerchantBillOfRights.org), [CostOfABurger.com](http://CostOfABurger.com) and [E3secure.com](http://E3secure.com).

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