



**MagTek Press Release  
FOR IMMEDIATE RELEASE**

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**MagTek Joins Forces with ATMIA to Deliver Up-To-The-Minute Card Fraud Information to the ATM Industry.**

*The ATM Industry Association Enlists MagTek's Comprehensive Suite of Fraud Information to Alert their Members to Current Card Fraud Activities.*

**Seal Beach, CA** (February 22, 2011) – MagTek, Inc., a global leader in electronic payments security technology, today announces the ATM Industry Association (ATMIA), a global non-profit trade association with over 2,000 members, will link its vast network to MagTek's Security Suite of Fraud Information.

ATMIA leads the industry in efforts to employ global security resources to protect the ATM industry from criminal activities. That is why MagTek, a long time ATMIA member and leading provider of innovative solutions to eliminate Card Fraud as it relates to ATMs, Online Banking, POS and eCommerce, have linked up with the association to make available MagTek's suite of fraud information. The information provided includes Daily News Stories, BlogRoll, Fraud Map, Fraud Statistics, "What to do if..." scenarios and discussion boards.

"This alliance with MagTek will build on our mission to promote ATM convenience and growth, protect industry assets and provide education and best practices to our members", said Dana Benson, Director of Conferences & Sponsorships of ATMIA. She added, "And with up-to-date information on current fraud trends, our members will be substantially armed in their battle against fraud."

"As members of the ATM Industry Association ourselves, MagTek recognizes the skimming and card fraud threats that ATMIA members face", explained Kiran Gandhi, vice president of business development for MagTek. He continued, "That is why we are pleased to support ATMIA's efforts to educate and inform their vast network by offering our full suite of Fraud Information."

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To find out more about MagTek and ATMIA's commitment to educating the industry on fraud, please visit Booth #405 at the ATMIA Conference in Miami, Florida, February 22-24, 2011

**About ATMIA ([www.atmia.com](http://www.atmia.com))**

The ATM Industry Association is a global non-profit trade association with over 1,950 members in 50 countries. Our mission is to promote ATM convenience, growth and usage worldwide, to protect the ATM industry's assets, interests, good name and public trust; and to provide education, best practices, political voice and networking opportunities for member organizations. In June 2003, ATMIA established the [Global ATM Security Alliance \(GASA\)](#) with the mission to employ global security resources in a united alliance in order to protect the ATM industry from criminal activity

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

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