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## **FOR IMMEDIATE RELEASE**

### **BankAtlantic Implements Dynamic Card Solutions' Instant Issuance Technology**

*Florida's Most Convenient Bank Becomes Even More Convenient through New Instant Issuance of Bank Cards at Stores Statewide*

**Englewood, Colo.—(Jan. 08, 2007)**—Dynamic Card Solutions (DCS), developer of CardWizard<sup>®</sup>, the leading instant issue and PIN selection software application for financial institutions, today announced that BankAtlantic, one of the largest financial institutions in Florida, has selected DCS' technology to instantly issue bank cards to customers at its more than 80 locations throughout the state.

With more than \$6 billion in assets, BankAtlantic supports its slogan, "Florida's Most Convenient Bank," by providing a comprehensive offering of banking services and products, such as store locations that are open seven days a week, extended and holiday hours and several stores open until midnight.

Seeking to provide further convenience to customers, BankAtlantic will now be able to instantly issue bank cards with DCS' CardWizard instant issue software, which provides a secure method to issue cards instantly, rather than requiring customers to wait an average of two weeks to receive their cards in the mail. The technology allows the bank to issue cards to customers who come into branches to open new accounts or those needing cards immediately for travel. DCS' technology also enables the bank to replace cards that have been lost, stolen, compromised or damaged. In any scenario, customers leave the branch with a fully functional and activated card ready for use.

"We pride ourselves on making things very convenient for our customers," said Nona A. Wilgus, senior vice president, chief merchant for BankAtlantic. "We saw instant issuance as a great opportunity to provide a real 'WOW' to our customers, and it was just a matter of finding the right partner and the right technology. We found both of those things and more in DCS."

BankAtlantic's more than 1,000 customer service representatives (CSRs) have been fully trained on DCS' CardWizard, which was designed specifically with CSRs' needs in mind. Along with a robust, user-friendly administration component that gives full reporting, CardWizard eases card inventory management and provides vigorous security and monitoring features required for instant issue.

"The addition of instant issuance to BankAtlantic's offerings further solidifies its standing as an industry leader in convenience," said Mark Mahoney, southeast region sales manager for DCS. "Consumer demand for instant issue is increasing rapidly and issuers are realizing the customer service and marketing benefits of having cards instantly issued at the branch, rather than having them sent through the mail."

**About BankAtlantic**

BankAtlantic, "Florida's Most Convenient Bank", with \$6 billion in assets and more than 80 stores is one of the largest financial institutions headquartered in Florida and provides a comprehensive offering of banking services and products via its broad network of community stores throughout Florida and its online banking division - BankAtlantic.com. BankAtlantic operates more than 250 conveniently located ATMs. BankAtlantic is open seven days a week\* and offers holiday hours, extended weekday hours, including several stores open until midnight, Totally Free Online Banking & Bill Pay, 24/7 Customer Service Center, Totally Free Change Exchange coin counters and free retail and business checking with a free gift. For further information visit [www.BankAtlantic.com](http://www.BankAtlantic.com).

\* A few locations have limited seven day banking due to building restrictions.

**About Dynamic Card Solutions**

Founded in 1996 and a wholly owned subsidiary of Dynamic Solutions International, Dynamic Card Solutions is an innovative developer of instant issuance and PIN selection solutions for banks, credit unions and retailers. Dynamic Card Solutions is the leading instant issuance provider for Visa® and MasterCard® debit cards in the United States. The company offers fully integrated solutions that allow financial institutions and retailers to quickly and securely issue ATM, debit and credit cards instantly at branch or store locations. Issuing cards instantly increases customer service, card sales and revenue, and eliminates current card issuance costs. Dynamic Card Solutions' system includes a user-friendly administration component that provides full reporting, card inventory and more. All solutions utilize DES encryption and are compliant with recommended security procedures for instant issuance. For additional information, call 1-800-641-5215 or visit the Dynamic Card Solutions Web site at [www.instantissuance.com](http://www.instantissuance.com).

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