

## **FOR IMMEDIATE RELEASE**

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### **Dynamic Solutions International Signs 175<sup>th</sup> CardWizard Customer and Opens Two New Offices**

*DSI's CardWizard® instant issuance solutions improve service levels and card revenues for financial institutions*

**Englewood, Colo.—(April 25, 2005)**—Dynamic Solutions International (DSI), developer of CardWizard, the leading instant issue and re-PIN software for financial institutions, today announced it opened two new offices—one in Pittsburgh, Pennsylvania and one in Raleigh, North Carolina. The new offices and the addition of its 175<sup>th</sup> customer demonstrate CardWizard's solid growth since its start in 1996, when it began delivering highly flexible instant issue and PIN solutions.

“The demand for instant issue is increasing at a rapid pace,” said Ron Zanotti, vice president of sales and marketing for CardWizard. “Issuers are realizing the service and revenue benefits of having cards instantly issued at the branch rather than having them sent through the mail.”

With instantly issued cards, financial institutions have the opportunity to discuss debit, credit and ATM programs immediately, allowing customers to hear the benefits in real-time, and making the user more comfortable with using the card and more confident in the product.

CardWizard gained 75 new customers in 2004, increasing sales by more than 50 percent. With enhanced product demand and growth on the East Coast, it was essential for CardWizard to sell the product directly, via local offices, to sustain lower prices and increased service levels to prospects and customers.

CardWizard's instant issuance software is unique compared to other solutions because it offers the flexibility of integrating into existing branch, host and network systems. Additionally, it boasts a user-friendly administration component that provides full reporting, card inventory, robust security and monitoring features required for instant issue. The company also provides integrated instant issue hardware solutions for customer selected PIN and re-PIN processes, allowing banks to increase customer service levels and offer improved account capabilities.

#### **About DSI CardWizard**

Founded in 1996, DSI's CardWizard division is an innovative developer of instant issuance and PIN solutions for banks, credit unions and retailers. The company is the

leading instant issue solutions provider for Visa and MasterCard debit cards in the United States. CardWizard offers fully integrated solutions that allow financial institutions to securely issue credit and debit cards instantly, increasing customer service, debit card revenue and eliminating current card issuance costs. CardWizard's system includes a user-friendly administration component that does full reporting and card inventory and is fully secure with DES encryption and compliant with recommended security procedures for instant issuance. For additional information, call 1-800-641-5215, or visit the CardWizard Web site at [www.cardwizard-dsi.com](http://www.cardwizard-dsi.com).

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