

## **FOR IMMEDIATE RELEASE**

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### **Dynamic Card Solutions Signs 250<sup>th</sup> Customer**

*Citizens Commerce National Bank and DCS partner to offer instant issuance in Kentucky*

**Englewood, Colo.—(July 24, 2006)—** Dynamic Card Solutions (DCS), developer of CardWizard®, the leading instant issue and PIN selection software application for financial institutions and a Datacard Group preferred solution provider, today announced the signing of its 250<sup>th</sup> customer—Citizens Commerce National Bank, a full-service community bank located in Woodford County, Kentucky.

“Citizen’s Commerce Bank’s selection of DCS marks a significant milestone for our company,” said Ron Zanotti, vice president of sales and marketing for DCS. “DCS and Datacard are at the forefront of driving the trend for instant issuance, allowing financial institutions throughout the nation to differentiate themselves by having cards issued on-the-spot. Our recent preferred solution provider partnership with Datacard will supplement this trend since product development, service and support will be more cohesive.”

In May 2006, Citizens Commerce National Bank agreed to offer DCS instant issued Visa debit cards to its members. The bank will install DCS’ CardWizard software and DataCard’s 150i embosser in its Versailles, Kentucky location in July 2006.

“Instant issuance of debit cards is the next-generation of banking technology,” said John Soper, president of Citizen Commerce National Bank. “We selected DCS because they have an overall technology and pricing package that meets our needs. Partnering with them and offering instant issuance solves the problem of customers not having to wait a typical seven to 10 business days to receive a card in the mail. Now, our customers receive a Visa debit card instantly and can use it right away, thus increasing activation rates and allowing us an advantage of superior customer service to our customers, which is our primary goal.”

DCS’ CardWizard instant issue software provides an easy and secure method to immediately issue and re-PIN cards. A user-friendly administration component allows for full reporting, card inventory management, robust security and monitoring features required for instant issue. Additionally, DCS provides solutions for customer-selected PIN and re-PIN processes that compliment its CardWizard integrated instant issuance platform.

**About Citizens Commerce National Bank**

Citizens Commerce National Bank opened on November 12, 1996 with a single full service location in Versailles, Kentucky. Since then, the bank has opened a second location and obtained close to fifty percent of the market share. The bank attributes much of its success to its devotion and pursuit to offer competitive products and technological services to its customers. By offering Visa® debit cards at the time the account is opened, we believe a new customer can leave the bank and immediately become an active checking account user. Dynamic Card Solutions has provided us another way to serve our customer efficiently and effectively. For additional information about Citizens Commerce National Bank call 859-879-9455 or visit [www.citizenscommerce.com](http://www.citizenscommerce.com)

**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 technology 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 does 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.cardwizard-dsi.com](http://www.cardwizard-dsi.com).

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