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## **For Immediate Release**

### **Dynamic Card Solutions Signs 400<sup>th</sup> Customer**

*SAFE Federal Credit Union to offer instant issuance and re-PINing capabilities to its members in South Carolina*

**ENGLEWOOD, Colo.—(Aug. 12, 2008)** — Dynamic Card Solutions (DCS), developer of CardWizard®, the leading instant issue and PIN selection software application for financial institutions, today announced that it has signed its 400<sup>th</sup> customer – SAFE Federal Credit Union.

DCS is working with SAFE Federal Credit Union to implement a program that instantly issues Visa® debit cards at the branch level. Looking to eliminate the wait time for their members to receive a card, the South Carolina-based credit union plans to roll out the instant issuance program to its 15 branches throughout the state.

“After reviewing multiple applications for instant issuance, we chose to implement DCS because of their user-friendly interface, compliant security and reputation for superior customer service and support,” said Robin Kelly, card services supervisor of SAFE Federal Credit Union. “As a credit union that is committed to member service, we see instant issuance as a way to give our members a more convenient way to receive their debit card.”

DCS continues to see considerable growth by the signing new customers and increasing customer orders both domestically and internationally.

“Our sustained growth is a significant sign that we are a driving force in the industry and instant issue of cards is highly beneficial,” said Ron Zanotti, vice president of DCS. “Instant issuance benefits both the customer and the financial institution. The member/customer can walk out of the branch with a card in his/her hand and begin using right away – making it extremely convenient. By enabling them to use it immediately, financial institutions see an increase in card penetration, activation and usage – ultimately increasing interchange revenue. It is also a great



acquisition and retention tool since it makes a very positive impression with new and existing members/customers.”

Staying abreast of the market, DCS recently released a new version of CardWizard that enable new capabilities such as custom background selection, as well as the ability to instantly issue cards with both contactless chips and magnetic stripes allowing them to remain usable with a variety of existing merchants’ payment systems.

“As the market changes, financial institutions demand state-of-the-art capabilities, seamless integration, increased security and ease-of-use,” said Zanotti. “Our product evolution of CardWizard shows our continuing commitment to always offer an innovative solution for financial institutions to securely issue personalized plastic cards. And we back it with superior customer service and support.”

DCS’ CardWizard instant issue software can be configured to accommodate the goals and objectives of most card-issuance environments. CardWizard is a component-based software application and can instantly issuing Visa® and MasterCard® products at the branch level for banks, credit unions and retailers. The software consists of central and branch level elements and is installed, along with an in-house data preparation system, in the issuer’s central computer room, allowing financial institutions to instantly issue cards to consumers at each branch.

For more information about DCS’ instant issue technology, please visit [www.instantissuance.com](http://www.instantissuance.com).

#### **About SAFE Federal Credit Union**

Chartered in 1955 as a credit union for civilian employees of Shaw Air Force Base, SAFE has grown into one of the state’s largest credit unions. Today, the \$540 million-asset credit union has fifteen branches, 100,000 members, and offices in Sumter, Shaw Air Force Base, Manning, Camden, Columbia, West Columbia, Bishopville, Florence and Lexington.

#### **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).