

## 2CHECKOUT.COM ADDS PAYSECURE TO ITS ONLINE PAYMENT OPTIONS

*Reseller gives online shoppers the option to pay with PIN debit*

**Atlanta, GA, May 5, 2009** – Acculynk announced today that its PaySecure payment method for Internet PIN debit is now available at 2Checkout.com, a \$220M reseller of over one million tangible and digital products and services. PaySecure is the first software-only service in the U.S. that provides consumers the option to pay for online purchases with PIN debit.

“PaySecure is a perfect option for 2Checkout because it is convenient for our customers and provides additional security for their online purchases,” said Vic Cleary, E-Commerce Strategy Manager for 2Checkout. “Debit is already a popular payment method on our website, but PaySecure will allow us to gain additional sales from consumers who prefer PIN debit, have PIN-only debit cards or who want an additional secure payment alternative.”

PaySecure’s graphical PIN-pad appears at the merchant checkout when it is determined that a consumer’s debit card can be used with a PIN and is in Acculynk’s network. Consumers are given the choice to enter their PIN on the PaySecure PIN-pad or run the transaction as signature debit. If they choose to use PaySecure, they enter each digit of their PIN using their mouse, hit “Submit PIN” and receive payment confirmation from the merchant.

“Unlike other alternative payment methods, our solution does not require new passwords, log-ins, or redirection to another website for payment. Consumers only need their existing debit card and PIN to use PaySecure,” said Ashish Bahl, CEO of Acculynk. “We are pleased to add 2Checkout to our growing network of merchants that recognize the great value PaySecure provides to consumers.”

A March 2009 study of 500 debit cardholders conducted by Javelin Strategy & Research revealed that 80% of survey participants would use PaySecure when it is presented by a trusted merchant, 65% would feel safer buying on the Internet with PaySecure, and 48% would buy more often on the Internet if they could pay with PaySecure.

“The results of this research reinforce the reasons why we decided to implement PaySecure,” said Cleary. “Not only does the study clearly demonstrate that our customers will use PaySecure, but by using it, they will continue to feel secure purchasing products through 2Checkout and will potentially purchase from us more often.”

### **About 2Checkout**

2Checkout.com, Inc. (2CO) is the authorized reseller for thousands of online retailers. Established in 1999 and headquartered in Columbus, Ohio, 2Checkout provides turnkey, e-commerce solutions for thousands of businesses around the world. 2Checkout’s proprietary technology supports back-office functions including financial reporting, fraud prevention, PCI-DSS storage, 24-hour customer service and sales tracking. In 2008, 2CO serviced over 2.5 million buyers for over \$220 million in gross sales. The site serves an average of over 9.5 million page views per month. For more information, visit [www.2checkout.com](http://www.2checkout.com).

### **About Acculynk**

Acculynk is a leading technology provider with a suite of software-only services that secure online transactions. Backed by a powerful encryption and authentication framework protected by

a family of issued and pending patents, Acculynk's services provide greater security, reliability, convenience and return on investment for consumers, merchants, networks, issuers and acquirers. For more information, visit [www.acculynk.com](http://www.acculynk.com).

**Corporate Contact:**

Danielle Duclos

Director of Marketing

Acculynk

678-894-7013

[dduclos@acculynk.com](mailto:dduclos@acculynk.com)