



SHOPPERSCHOICE.COM RUNS FIRST PAYSECURE™ PIN DEBIT TRANSACTION

Acculynk delivers “real” debit card processing via the Internet

Atlanta, GA, March 10, 2009 – ShoppersChoice.com, a luxury cooking and outdoor living retailer, is processing purchases made with PaySecure™, the first and only software service for PIN debit on the Internet. PaySecure™ meets consumer demands for increased security and convenience, while providing merchants lower interchange fees, reduced fraud and charge-backs, guaranteed funds and simple implementation with the online checkout.

“We are very excited to bring PaySecure™ to our website because we are constantly seeking new, innovative payment methods that are convenient, safe and easy for our customers to use,” said Corey Tisdale, COO, ShoppersChoice.com. “What we especially like about PaySecure™ is that our customers don’t need to enroll in a program or download an interface to use it, which keeps customers on our site.”

Over the past five years, various attempts have been made to bring PIN debit online, but no solution has succeeded in gaining traction with merchants, consumers, EFT networks and issuers. PIN debit is an ideal online payment method because it provides an extra layer of security for consumers and cost savings for merchants, while offering attractive margins to issuers and a new revenue source for EFT networks.

PaySecure™ is the first product to gain approval by four EFT networks, including ACCEL/Exchange from Fiserv and NYCE, to run Internet PIN debit transactions.

“The industry has waited a long time for a PIN debit solution that meets the security requirements of the EFT networks but could also be accepted by merchants, consumers and issuers and become a ‘standard’ for PIN debit online,” said Mike Kelly, General Manager of ACCEL/Exchange EFT network, owned by Fiserv, the leading global provider of financial services technology solutions. “We feel Acculynk’s product could become this standard.”

ShoppersChoice.com represents the first of four pilot merchants that will trial the service. Pending the results of the pilot, over 20% of the Internet 500 retailers have expressed interest in launching the solution as part of their consumer checkout options.

PaySecure™ has the potential for widespread adoption because it provides a simple checkout experience and can be used with a consumer’s existing debit card and PIN. “PaySecure™ leverages a familiar payment method – PIN debit – that is already preferred at the retail point of sale but has never been offered online in a software-only service,” said Ashish Bahl, CEO of Acculynk. “We have designed our service to mimic the brick and mortar PIN debit payment experience so it is completely intuitive for customers to understand and use, which will help ensure consumer adoption.”

About ShoppersChoice.com

ShoppersChoice.com is a luxury cooking and outdoor living retailer. ShoppersChoice.com offers the best service, the best selection, the best trained staff, and the fastest ship times available on- or off-line at a price point that meets or beats all other online retailers. ShoppersChoice.com

is one of the Top 500 Internet retailers and is headquartered in Baton Rouge, LA. For more information, visit www.shopperschoice.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.

Corporate Contact:

Danielle Duclos

Director of Marketing

Acculynk

678-894-7013

dduclos@acculynk.com