

## ACCULYNK ANNOUNCES JELLY BELLY AS NEWEST PAYSECURE MERCHANT

*Famed Candy Company Provides Online Shoppers the Security of PIN Debit with PaySecure*

**Atlanta, GA, December 9, 2009** – Just in time for the holidays, Acculynk announced today that Jelly Belly Candy Company, maker of gourmet jelly beans, candy corn and 100 other sweets since 1898, now offers PaySecure™. Shoppers can get great deals on last-minute gifts and stocking stuffers at Jelly Belly while enjoying the security and convenience of using their debit card with PaySecure.

“We see a good amount of debit volume come through our website, but until PaySecure, we never knew of a payment method that would give consumers the option to enter their PIN to authenticate their online debit card transaction,” said Jason Marrone, Ecommerce Marketing Manager at Jelly Belly. “With PaySecure, our shoppers now have a choice of how they pay with their debit card, and we know from experience that greater payment choice drives additional online sales.”

PaySecure brings the familiarity and convenience of PIN debit to the Internet with a software-only service that requires no consumer redirection, enrollment or new passwords. If a consumer’s debit card can be used with a PIN and is in Acculynk’s network of participating issuers, the patented, graphical PaySecure PIN-pad appears right over the merchant checkout for the secure option of PIN entry using the consumer’s mouse.

“Current usage is demonstrating that 1 out of every 2 consumers are choosing to enter their PIN with PaySecure when presented the option,” said Ashish Bahl, CEO of Acculynk. “Consumers are telling us that they are excited about the choice to use PIN debit with PaySecure, that they like the security we provide and that the payment experience is familiar and convenient.”

The Jelly Belly partnership helps Acculynk meet growing consumer requests for merchants in specific verticals. “The addition of such a well-known candy brand like Jelly Belly helps us cater to consumers looking for a variety of unique gifts for holidays and special occasions,” said Bahl.

Jelly Belly joins Acculynk’s growing list of online merchants, which includes 2Checkout.com, Ace Hardware Outlet, AirTran, J.J. Buckley and ShoppersChoice. The company has announced partnerships with 6 EFT networks to date. In November, EFT network ACCEL/Exchange announced its commercial roll-out of PaySecure, enabling the Internet PIN debit payment method across its eligible base of issuers.

### **About Jelly Belly**

The family owned candy manufacturer has been in operation since 1898 and is currently run by the fourth, fifth and sixth generations of the candy empire. Known for decades for making Candy Corn, the company came into worldwide prominence with the creation of Jelly Belly® jelly beans after Ronald Reagan was seen eating them on the presidential campaign trail in 1980.

The company currently makes 99 flavors of Jelly Belly beans, the largest selection on the market, plus 100 other gourmet candies including jells, gummies, chocolate-covered treats, and seasonal sweets for the major holidays. Headquartered in Fairfield, Calif., the company's

gourmet confectionery delights are sold throughout the US and in over 50 international markets. For more information, visit <http://www.jellybelly.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 <http://acculynk.com/>.

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