



## ACCULYNK SELECTED AS TOP 10 INNOVATIVE GEORGIA TECHNOLOGY COMPANY

**Atlanta, GA, March 5, 2009** – Atlanta payments provider Acculynk has been selected as one of the Top 10 Innovative Technology companies in Georgia by the Technology Association of Georgia (TAG), the state's leading technology organization. Acculynk is the first company in the U.S. to bring PIN debit to the Internet with a software-only service.

"This is a true honor for Acculynk and testament to the innovative nature of our company," said Ashish Bahl, CEO of Acculynk. "Acculynk's authentication solution is poised to revolutionize the online payments market, both nationally and globally, and we are proud to be commercializing our product in the state of Georgia."

PaySecure™ provides consumers a simple and more secure online payment experience using only their debit card and bank-issued PIN. The consumer's card number and associated information is entered at the merchant checkout as usual, and the PIN is entered on Acculynk's patented graphical, scrambling PIN-pad. The PIN is encrypted and processed securely, along with the card information, across participating EFT networks. Acculynk is partnered with four EFT networks, including ACCEL/Exchange, NYCE, and two additional networks.

"PIN debit is a preferred consumer payment method at the retail point of sale, and we are the first company to bring it online with a software-only service," said Bahl. "Not only are we meeting consumer demands for greater convenience and security, but we are also providing incredible value to merchants and bank issuers."

PaySecure™ offers bank issuers reduced fraud, attractive margins, incremental volume and the opportunity to increase brand awareness. For merchants, PaySecure™ provides lower acceptance costs, reduced fraud and charge-backs, and guaranteed funding. Acculynk is introducing PaySecure™ in early March through a pilot program that will include several million debit cards and a number of online merchants.

"The interest we have received from merchants has been overwhelming, and we have a very strong pipeline of top-tier merchants who are ready to implement this product once the pilot has concluded," said Bahl.

The TAG Top 10 are selected from the Top 40 list and chosen based on a number of criteria, including: degree of innovation; scope and financial impact of innovation; likelihood of success; and promotion of Georgia's innovative efforts nationally and internationally. Companies selected to be in the Top 10 presented at the annual Georgia Technology Summit before over 1000 of the state's technology leaders.

"Our congratulations to Acculynk for making this year's Top 10 list," said Tino Mantella, president of TAG. "The Top 10 finalists represent an exciting mix of companies that I'm sure we'll hear more from in the years to come."

Acculynk's technology is backed by a proprietary encryption and authentication framework protected by issued and pending patents. The company received \$12.5M in Series A in August 2008.

### **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. Acculynk is headquartered in Atlanta, Georgia, with a management team that brings extensive experience in the financial, network, security and payment processing industries. For more information, visit [www.acculynk.com](http://www.acculynk.com).

### **About TAG**

The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its members by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community.

Founded in 1999 through the merger of the Business & Technology Alliance (B&TA), the Southeastern Software Association (SSA) and Women in Technology (WIT), TAG is one of the largest state technology associations in the nation. TAG is made up of 6,000 members representing technology leaders from over 1500 Georgia-based companies, affiliated technology and business organizations. For more information on the Summit visit [www.tagonline.org](http://www.tagonline.org), email [membership@tagonline.org](mailto:membership@tagonline.org) or call 404-817-3333.

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