



Acculynk CEO Ashish Bahl Featured Innovator on PYMNTS.com

Leading payments news website focuses on Acculynk's success in bringing PIN debit to the Internet

Atlanta, GA, May 12, 2010 – PYMNTS.com, a leading source of payments news, is currently featuring Ashish Bahl, CEO of Acculynk, as their PYMNTS Innovator.

The feature appeared in today's issue of the newsletter and on the PYMNTS.com home page, <http://www.pymnts.com>, where there is a brief overview of Ashish. Visitors can read the full overview at <http://pymnts.com/acculynk-creating-a-customized-consumer-checkout/?hp> and listen to a radio interview conducted with Ashish and PYMNTS.com editor Andy Rowe.

When asked by Andy about the challenges Acculynk has faced, Ashish commented that "The greatest challenges historically were having a product that worked on the Internet, and having it effectively be approved by the EFTs. The pace by which this industry moves is very slow. The second potential challenge was what if the consumer did not want to enter their PIN? Fortunately, in a year, it's been great that we have been able to manage both of those potential challenges."

Consumer adoption of PaySecure was also a subject of the interview. "It took us almost a year to introduce the product when we started the company," said Ashish in the radio interview. "The results of all of our efforts were pretty solid. From the perspective of conversion, the rate for PaySecure is close to 50%, and that is substantially higher than when we were modeling the company two years ago."

Ashish gave his opinion on the state of the payments industry in the feature on the website, stating that his crowing achievement is "Bringing PIN debit to the Internet with an easy to use, easy to implement software-only service," and that what he has learned from his mentor is that "In payments, nothing happens overnight. Patience is key – and building a quality system that consumers will use."

Overall, the piece focused keenly on Acculynk and its traction, including the fact the company has partnerships with 8 EFT networks to process PaySecure transactions, over 1,500 financial institutions enabled and 1,000+ unique merchant websites.

Visitors can listen to the interview and read the feature at <http://www.pymnts.com>, and also view a video of a PaySecure transaction at <http://www.acculynk.com/payFirst/payFirst.html>.

About Acculynk

Acculynk secures online transactions with a suite of software-only services backed by a patented authentication and encryption framework. Acculynk's services provide greater security and return on investment for issuers, EFT networks and merchants. Acculynk is the first company to introduce a software-only service for Internet PIN debit payments, PaySecure®. For more information, visit <http://www.acculynk.com>.

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