



PRESS RELEASE

Worldwide First: Premier Card Solutions installs the ATLANTIC ZEISER CARDLINE VERSA for NETWORK BRANDED PAYMENT Cards

The Atlantic Zeiser CARDLINE VERSA with OMEGA HD DOD (720 dpi) printing, recently approved for use by international financial payment networks, is a cost-effective solution for high volume personalization of network branded payment cards

Roseville, Minnesota, USA, and Emmingen, Germany, June 2, 2009 -

Premier Card Solutions, a global leader in financial and commercial card production, personalization and secure packaging, announced today that it has installed the first Atlantic Zeiser CARDLINE VERSA for the personalization of open-loop network-branded payment cards. In anticipation of this new market opportunity, Premier Card Solutions took the lead in revolutionizing card production by selecting the CARDLINE VERSA system prior to approval of the Atlantic Zeiser OMEGA HD technology by a major international financial payment network. This places the company in a leading competitive position as UV-curable high resolution drop-on-demand technology begins to gain momentum in the U.S. open-loop payment market.

"Network-branded open loop payment cards have a high market potential, and we are committed to this market opportunity," said Dan Frederickson, President of Premier Card Solutions. "The amazing print quality of the Atlantic Zeiser 720dpi OMEGA HD printer in combination with all of the other premium features of the Atlantic Zeiser CARDLINE VERSA allows us to perfectly serve our customers with unprecedented turnaround times for volume orders."

The Atlantic Zeiser CARDLINE VERSA combined with the OMEGA HD UV-curable drop-on-demand (DOD) printing for payment card personalization offers processing speeds of 10 times faster when compared to conventional embossing and thermal printing technologies, with a substantially lower cost. With a resolution of 720 dpi and a print width of 72mm (2.83 inches), CARDLINE VERSA allows financial card personalizers to significantly increase card throughput and decrease card

personalization costs. In addition, Atlantic Zeiser's proprietary UV-curable inks have superior adhesion and are approved for Payment Cards without any additional top coating, saving both time and money in the manufacturing process. The CARDLINE VERSA system is also available with a Flipping Module, allowing single-pass personalization of both the front and back sides of the card.

Personalization Solutions also for EMV Smart Cards

"We really appreciate Premier Card Solutions as one of the biggest suppliers of payment cards in the US has chosen our CARDLINE VERSA with our groundbreaking OMEGA HD printing technology which is also available for our other high performance Contact and Contactless Card Personalization platforms, PERSOLINE and CHIPLINE," said Friedbert Bayer, Market and Product Manager Card Systems of Atlantic Zeiser. "Beside magnetic stripe cards, this allows our customers to leverage the advantages of the recently approved 720 dpi OMEGA HD printing technology as well for EMV cards and Financial Contactless products."

A full overview of the company's solutions can be found at www.atlanticzeiser.com.

About Premier Card Solutions

Premier Card Solutions is a leading manufacturer of high-quality telecom cards, gift cards and trading, collectable and game cards, as well as a provider of complete secure card packaging (i.e., packaging solutions for branded prepaid cards issued by financial services institutions) and specialty packaging solutions. As an innovative, solutions-driven company, Premier Card Solutions provides large-scale, one-stop-shop production solutions, including multi-color, high-resolution ultra-violet printing, imaging, finishing and packaging, to a growing base of blue-chip customers across a number of industries, including telecom, retail, financial and trading/collectable/gaming.

For more information, visit www.premiercardsolutions.com.

About Atlantic Zeiser

The Atlantic Zeiser Group (AZG) is a world-leader in industrial high-security coding and personalization technologies, offering total system solutions to governments and industries such as printing, plastic card, telecom, pharmaceutical, banking, packaging, labels and cosmetics. The company specializes in the industrial application of sensible variable data onto various types of media - whilst ensuring full data and process integrity.



AZG serves its customers through nine facilities in Europe, the Americas and Asia as well as additional sales and support offices in some 50 nations. Atlantic Zeiser's customers can choose from a wide variety of modular building blocks and scalable software platforms within the core technologies inkjet printing, laser marking, chip programming, magnetic encoding, product transport, product tracking, data verification and more. These can be effectively combined to achieve the most efficient system solution tailored to virtually any customer specific need.

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