

## SECURE PAYMENT SYSTEMS unveils new enCASH™ Access Card

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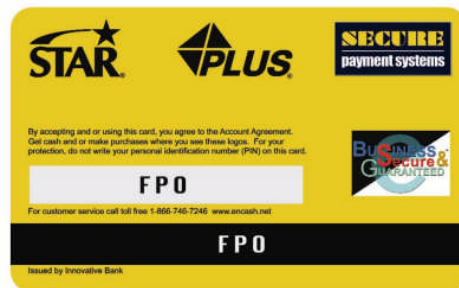
I had the pleasure of being invited to attend the Secure Payment Systems annual ISO conference held in Las Vegas in late August, during which time I and at least seventy ISO management personnel were briefed by SPS on their new product initiatives. Needless to say, I was impressed by the number of new services being rolled out and the continuing expansion of the breadth of their payment offerings. Additionally, all the major industry suppliers were in attendance making sure that SPS attendees were able to see and hear from resource vendors such as Verifone, Hypercom, Ingenico, Lipman, RDM, Magtek, Systech, GO Software, & others.

We already know and have reported on the highly competitive SPS host system processing capabilities in check authorization, guarantee, conversion, stored value processing, and ACH file transfers. In rolling out three new services that includes a web-based recurring debit platform, a stored value processing enhancement to now include a “one card does it all” integrated gift & loyalty card capability, as well as an incredibly exciting pin-based payroll/pos debit card, SPS extends the payments envelope and displays a versatility and broad-based range of skill sets not normally seen in the payments space.

But what I really want to focus on, and what I was particularly impressed with is the enCASH™ Access Card, the SPS proprietary pin-based ATM & POS debit card aimed squarely at transfer and distribution type. Moreover, as a can be used by and international card-to-transfers in lieu of wire transfers. SPS the expanding payroll large un-banked employer requirements Based on access to networks, cardholders have access to literally millions of ATM’s and pin-based points of opportunity spanning the globe.



The payroll card market has evolved over the last year as a “must have” in the arsenal of products and services nationwide. Offered by banked, non-direct deposit contractors, and short-term replace the traditional the card can also be used vehicle to load financial benefits of any limited to payday reimbursements, travel payments, and employee t importantly, cardholders do not need a “bank” financial account and all funds are FDIC insured.



The enCASH Access card saves employers time and money and provides employees and independent contractors with a flexible, cost-effective method for getting paid and not having to go to a check cashing establishment that may charge up to 3% as a service fee.

Via a proprietary SPS URL – [www.encash.com](http://www.encash.com) (whose main screen is shown below), SPS also provides a feature rich, secure, web-based electronic platform for performing on-line lookup of ATM & POS Debit transactions in addition to showing load and balance transfer history. Cardholders can directly manage personal pin data, set and modify parameters on additional accounts, view transaction history, order additional cards, set “velocity” limits on additional card balances that are tied to the “master” account, and even load (and schedule) additional value increases tied either to a credit card or ach debit. The card comes delivered in a prepackaged, scratch-off pin card carrier with all fees, terms, and conditions clearly spelled out in English and

Spanish. The primary card or any additional cards tied to the main account can be mailed anywhere in the world for use by family and friends in the ATM networks of those countries.

The screenshot shows the Secure Payment Systems website. At the top left is the logo for "SECURE payment systems" with the tagline "The Consumer Risk Management Experts". To the right is a navigation bar with links for "Home", "Open Account", "Login", "Customer Support", and "Help", along with the phone number "888.243.5249". A yellow sidebar on the left contains a menu under "Open An Account" with categories: CONSUMERS (ENCASH Access Card, FAQ's, Open Account, Login, Terms & Conditions, Billing Inquiries, Authorized Agent Locator, ATM Locator), SECURITY, DISCLAIMER, PRIVACY POLICY, and ABOUT ENCASH Access Card. The main content area features the heading "The Universal Payment Card" and a sub-heading "ENCASH Access Card". Below this is a list of benefits: "Withdraw cash at ATM locations worldwide.", "Make purchases at any Point of Sale location worldwide.", "Reload your ENCASH Access Card at all participating resellers and over the internet.(coming soon)", "Reload at all participating MoneyGram locations. (coming soon)", and "Great way to send money without the steep cost of money transfers." A small "GO!" button is visible in the bottom right of the card information box. At the bottom of the page, it says "Copyright © 2004 Secure Payment Systems. All rights reserved."

What makes this even more impressive? For cardholders not having access to the web SPS provides a fully functional "integrated voice response" (IVR) system to allow a cardholder to simply pick up the phone to access the same features that are available on the web.

Employers can have their business name, and even employee names, thermally imprinted on the card. Employers load payroll onto the cards by either (a) passing a payroll data file to the SPS enCASH processing center or (b) loading the payroll data via a secure WEB interface. In either instance, SPS will debit the employer (or the employer will ACH credit SPS) for the payroll 2 business days in advance of creating good funds for the employees. As an extra feature, employees may view on-line pay stub/tax withholding information via the on-line WEB interface.

Much like a pre-paid phone card, the enCASH Access Card is also marketed to retail establishments nationwide where consumers may purchase and have cards activated real-time by means of a financial loading process that arises from the buyer paying by means of cash, credit card, or even payroll check encashment. As a result, this is not just a benefit program marketed to corporate employers.

Secure Payment Systems CEO & President Linden Fellerman also affirmed that for certain partners of the right size (either bank, acquirer, or ISO) SPS will provide a soup-to-nuts private label program, both for the card as well as the web site.

So, what do I think? I think SPS continues to hit the nail on the head.