

**News Release**

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**Mediterranean Smart Cards Company Unveils New Services at  
CARDEX 2007**

**Cairo, May 2007** – Mediterranean Smart Cards Company (MSCC) unveiled several of its new services at the 2007 CARDEX exhibition. The annual event, which features both a conference and an exhibition, assembles key players from international, regional and Egyptian smart card application companies and related industries, and showcases the latest technology, trends and security measures in the card industry.

MSCC participated in both the CARDEX conference and exhibition. The company organized three daily sessions throughout the two-day event, offering 15-minute presentations of each of its five new services: Installment Program, Rewards Program, Visa Money Transfer, Verified by Visa, and Fraud Analyzer.

As the leading smart card processing service provider in Central and Eastern Europe as well as the Middle East and North Africa, MSCC's new offerings will serve to enhance its existing wide variety of services, which range from capturing and authorizing smart e-payments at the merchant point-of-sale or ATMs, to the clearing and settling of such transactions.

MSCC Managing Director, Mrs. Hoda Shoukry, opened the second day of the conference with a session on digital payments, e-banking and e-finance. Her presentation addressed the issue of 3<sup>rd</sup> party processors and their role in enhancing chip applications.

"In today's increasingly connected world, technology is advancing faster and further than ever before," said **Hoda Shoukry**, Managing Director of MSCC. "It is crucial that MSCC offers services that evolve to meet our clients' needs, and as such we have developed five new services that we hope do just that. We will continue to work to provide our customers with the tools they need to compete and exceed in the market."

MSCC invited representatives from 12 international banks and 12 Egyptian banks to attend CARDEX and hosted a welcome dinner the night before the conference at the Fermont Hotel in Cairo (previously the Sheraton Heliopolis).

"I would like to take this opportunity to express my sincere thanks for your support, which is integral to our success," said Mrs. Shoukry. "Your continual cooperation pushes us to provide better quality service and effectively support our clients. I am looking forward to seeing all of you at CARDEX and we hope you find the conference interesting and enlightening."

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**Note to Editors:**

**About Mediterranean Smart Cards Company (MSCC):** MSCC is an Egyptian joint-venture company, offering one of the most sophisticated smart card processing environments in the world. Besides delivering a range of services and benefits to its clients, MSCC's mission is to provide high-quality, premium smart card payment processing services to banks across markets in Central and Eastern Europe, Middle East and Africa, and to spread electronic payment knowledge and expertise.

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