

News Release

**Mediterranean Smart Cards Company
Makes Online Shopping Safer**

Cairo, February 2007 – The boost in e-commerce has not only brought a world of opportunities for shoppers, but also the need for stronger security measures. As a consumer, you want to know that your online credit card purchases are secure, but you also want an easy ordering process. To help guard your online transactions, Mediterranean Smart Cards Company (MSCC) has launched a new service, Verified by Visa.

Verified by Visa is a new way to ensure your information is secure when you make purchases online. The system uses automated security measures to protect Visa cards against unauthorized use on the internet.

"Visa's multiple layers of security provide cardholders with an extraordinary level of protection," said *Hany Fekry*, MSCC's Head of Sales and Marketing, "Verified by VISA is designed to give internet shoppers greater control over where and how their cards are used. It uses personal passwords to help protect your credit card numbers against unauthorized use – key to reducing online fraud. If you make a purchase in a shop, you enter a PIN number or sign a receipt to validate the transaction. Verified by Visa mimics this process over the internet by providing a digital receipt that you sign off with your own personal password."

Since it was first introduced, Verified by Visa has been met with widespread approval and success. Some 54,000 of the highest profile online merchants have adopted Verified by Visa as the new standard for online safety.

While offering protection for consumers, the service also benefits merchants. It provides them with real-time authentication during the checkout process, reducing fraud losses and lowering transaction costs through fewer chargebacks and disputes.

Verified by Visa works anywhere there is an internet connection since there is no special software to install. Once you activate your card, you simply shop like normal and your complete online transaction is just as quick and simple as signing a sales receipt at the cash register. Verified by Visa protects cardholders everywhere and every time they use their Visa card whether shopping online from work or at home.

-End-

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.

For more information, please visit www.msc.com.eg

Or contact: Rasha Teima or Sara Shamel at Traccs Egypt
Tel: (+202) 761 7378 Fax: (+202) 748 9854
Email: rasha@traccs.net, or saras@traccs.net