



Mediterranean Smart Cards Company Provides Industry Insight at Bank Tech 2009

MSCC serves as a sponsor, speaker and exhibitor during the conference

FOR IMMEDIATE RELEASE

Cairo, Egypt, May 26, 2009 — Mediterranean Smart Cards Company (MSCC) is lending its expertise to the Bank Tech 2009 conference being held at the Fairmont Towers Hotel on May 25-27. As the region's leading smart card processing company, MSCC's contribution during the conference is three-fold: sponsor, speaker on a panel discussion, and exhibitor.

On the first day of the conference entitled "ICT Impact on Financial Services", MSCC Managing Director Hoda Shoukry will chair Plenary Session 2, which will feature presentations from a number of industry experts on issues related to the payment card industry. Specific topics of discussion include data security standard (DSS) compliance, impact of enterprise IT management (EITM) on the financial sector, and financial self service security.

"At MSCC, we make every effort to learn about the issues facing local markets," said Hoda Shoukry, MSCC Managing Director. "Participating in conferences and industry events, such as Bank Tech, is just one way we're able to gain valuable market insight which allows us to develop services that meet the specific needs of our clients. MSCC is dedicated to providing our customers with the most reliable and cutting-edge services available; events of this nature offer a great opportunity to determine what the market needs and the best means for us to meet those needs."

MSCC is also participating in the conference exhibition with a booth that will feature literature about the company's various services as well as experts on hand to provide visitors with in-depth information about MSCC's offerings. MSCC is also a sponsor of the Bank Tech 2009 conference lending support for the lunch and coffee breaks on the first day of the event.

The Bank Tech 2009 conference is a specialized regional forum and exhibition focused on developing the banking and finance industry. The event is organized by Information Technology Industry Development Agency (ITIDA), in cooperation with Central Bank of Egypt, Federation of Egyptian Banks and Union of Arab Banks, under the auspices of Minister of Communications and Information Technology Dr. Tarek Kamel and Minister of State for Administrative Development Dr. Ahmed Darwish.

-End-



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: RashaTeima or Mona Seif at TRACCS Egypt

Email: rasha@traccs.net or mona.seif@traccs.net

Tel: (+202) 3304-6870 Fax: (+202) 3303-1219