App55 Partners with Datapipe for PCI Compliance

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Worldpay selects App55 and Datapipe to enable secure mobile credit card purchases

Jersey City, N.J. – August 17, 2011 – Online application provider App55 needed an enterprise class, highly available, PCI compliant solution to meet the demands of its growing global client roster. App55 chose to partner with Datapipe, because of their deep expertise and extensive experience with securing online transaction processing. Datapipe was one of the first to achieve Level 1 PCI Certified Service Provider Status.

As App55's hosting provider, Datapipe enables App55 to deliver a new solution that will allow retailers to use WorldPay, a global leader in payment processing, to add a quick and seamless online checkout capability. Using App55's Card Hub platform, retailers around the globe can now offer their customers secure credit card purchases using any device, including mobile.
 "Our cloud-based payment service allows retailers to easily add an Amazon-style checkout experience on computers, mobiles and tablets, to exploit the growth in m-commerce," commented Richard Beaton, CEO of App55. "Datapipe play a key part in helping us to deliver this robust, reliable and PCI compliant system."

Datapipe's solution set is based on industry-proven methodologies and best-of-breed service offerings. As one of the first Level 1 PCI certified providers, Datapipe's security professionals have an intimate knowledge of PCI DSS and its specific requirements in security and network architecture.

"Datapipe's partnership with App55 delivers enterprise-level compliance and infrastructure for the WorldPay payment processing solution," said Datapipe CEO Robb Allen. "We look forward to working together to provide both the security and service required for long-term growth and success."

About Datapipe

Datapipe offers a single provider solution for managing and securing mission-critical IT services, including cloud computing, infrastructure as a service, platform as a service, colocation and data centers. Datapipe delivers those services from the world's most influential technical and financial markets including New York metro, Silicon Valley, London, Hong Kong and Shanghai.

In 2011 Datapipe was named to the Gartner Magic Quadrant for Cloud Infrastructure as a Service and Web Hosting and has continued to gain recognition within the industry. Datapipe was also recognized as the 2011 HP AllianceOne Partner of the Year in the Innovative Partner – Service Provider Category.

For more information about Datapipe visit www.datapipe.com

About App55

App55 was founded in March 2010 to create a payment application designed to meet the needs of online merchants. Card Hub lets consumers pay inside the merchant's brand, using just a password, from any device connected to the internet, yet is secure and easy to adopt.

With a highly experienced team and key partnerships with WorldPay, Valtech and Datapipe, App55 have already been named as Best Startup at the Northern Tech Awards 2011 and were finalists at VentureBeat's MobileBeat 2011 Startup Competition in San Francisco in July.

For more information on App55, please visit www.app55.com

About WorldPay

WorldPay is the unification of seven leading retail payment solutions brands – Streamline, Streamline International, Bibit, WorldPay, RiskGuardian, WorldPay US and Payment Trust. WorldPay is the leading payment acquirer in the UK and Europe, and the fourth largest in the world. It operates in over 40 countries, in 120 transaction currencies, in 14 settlement currencies.

For more information on WorldPay, please visit www.worldpay.com

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