

Serverside Group Selects Datapipe for PCI DSS Compliance Solution

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Serverside Group employs offering to safeguard client data from theft and identity fraud

Jersey City, N.J. – April 18, 2011 – Datapipe (<http://www.datapipe.com>), a leading provider of managed services and infrastructure for IT and cloud computing, announced today a service agreement with Serverside Group, the global card customization specialist. Utilizing Datapipe's turnkey PCI DSS compliance solution, Serverside can now deliver a trusted PCI environment ensuring the security of their clients' card data.

PCI DSS, or the Payment Card Industry Data Security Standard, is an evolving set of security requirements designed to ensure that all organizations and merchants that process, store or transmit credit card information maintain a secure data environment.

"Datapipe's scalable, compliant solution enables Serverside to meet the growing demand for secure financial services," said Robb Allen, CEO of Datapipe. "Customized to meet Serverside's business goals, Datapipe provides a highly available, PCI compliant environment amid increasingly complex regulatory requirements."

"Datapipe's robust solution makes rolling out a card customization program so much easier for issuers, as it eliminates integration challenges altogether and gives them the peace of mind that cardholder data is being held securely," said Tom Elgar, Co-Founder and CTO of Serverside Group.

A certified PCI solution provider since 2005, Datapipe is a trusted member of the PCI Security Standards Council.

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. For more information about Datapipe visit www.datapipe.com or call (888) 749-5821.

About Serverside Group

Founded in 2003, Serverside Group is the global technology leader in digital card design and a provider of innovative software solutions to issuers, personalization bureaus and card manufacturers. Serverside

has built a market-leading position by running more than 1,000 card programs through its network of approximately 200 card issuers in 23 countries. Its clients include: RBS Group, ING, Permanent TSB, ANZ, BMW, KBC, Fortis, Eurobank, First National Bank Omaha and Heritage Building Society. Serverside Group is headquartered in London and has offices in New York, Chicago and Auckland.

www.serversidegroup.com

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