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THREE DATACARD GROUP EXPERTS TO SPEAK AT CARTES 2008

Topics address efficiency and other critical smart technology and identification industry concerns

Minnetonka, MN – October 31st, 2008—Datacard Group, the world leader in secure ID and card personalization solutions, today announced that three of its industry experts will address CARTES 2008 conference delegates during the three-day Congress. The CARTES Congress features presentations on some of the most innovative chip card and identification projects happening in today's global marketplace. Of the 20,000 CARTES visitors expected, the Congress is expected to draw more than 1,700 attendees.

Speakers representing Datacard Group include:

- Mark Andersen, head of product and industry marketing, desktop products. In his presentation, *Emergency Management Preparation in an Uncertain World* (C16 Card Security, 9:30 a.m., Thursday, 6 November), Mr. Andersen will use Superbowl XLII as a case study for how emerging identification and tracking applications can be used to mitigate risk and provide more efficient responses to large-scale manmade and natural disasters.
- Sylvain Auchère, general manager, solutions & sales, EMEIA. In *Satellite Bureau Issuance* (C15 Cards and Payments, Thursday, 6 November, 9:30 a.m.), Mr. Auchère will describe convenient, cost effective ways to issue cards for customers in emerging economies using both centralized and satellite bank bureaus. He will highlight the data management and security measures required and discuss customer service implications.
- Katherine Boosalis, director, central issuance product marketing. In her presentation, *Transforming Operations for Mass Customization* (C12 Personalization and Co-branding, 3:00 p.m., Wednesday, 5 November), Ms. Boosalis will discuss how changing market dynamics, such as increasing competition, and the need for more targeted marketing have made long production runs a thing of the past, resulting in an environment of high cost and low efficiency. Katherine will share the specific steps card issuers can take to maximize small production batch efficiency and gain competitive advantage in today's one-to-one marketing environment.

“We are very pleased to have Mark, Sylvain and Katherine demonstrating Datacard Group's experience and expertise in such a wide range of applications,” said Wim Tappij Gielen, senior vice president of global sales and service for Datacard Group.

Datacard Group offers the world's best-selling secure ID and card personalization solutions. The company's portfolio includes systems for high-volume card issuance, card delivery and fulfillment, secure ID issuance and passport production, plus extensive service and supply offerings. Datacard Group serves customers in more than 120 countries (www.datacard.com).