

FOR IMMEDIATE RELEASE

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Serverside Group granted European Patent on Core Card Customisation Architecture

Global technology provider, [Serverside Group](#), today announced that the European Patent Office has allowed a European patent directed to its core card customisation architecture.

The patent grant was officially published on 26 September 2007 under European Patent Number 1602072. The application leading to this patent defined the first of three inventions derived from the original world-wide patent family, which itself is one of a number of world-wide patent families applied for in recent years to cover the design, marketing and production of customised financial transaction cards. The accompanying image (with re-branded MyBank logo) corresponds to a drawing in the granted patent and indicates the type of image manipulation tool protected.

The European patent significantly enhances Serverside's competitive position and confirms it as the leading innovator in the card customisation space. With immediate effect, Serverside will be actively seeking licensees to work with on appropriate commercial terms. It will also continue to pursue its growing portfolio of international patent rights.

James Pendley, CEO, [Serverside Group](#), commented:

"Being granted the European patent is wonderful news for Serverside. Given our level of innovation, we have always felt it important to invest in our IP and the decision of the European Patent Office, the first to consider this application, to grant in our favour, clearly justifies our strategy. The European Patent Office is not the easiest of offices and we expect other territories to follow suit. Of course, while it's a great result, we still have work to do and will now be focusing our

attention on the remainder of our patent applications.”

– Ends –

About Serverside

Founded in 2003, Serverside Group is the global technology leader in digital card design and a provider of innovative software solutions for issuers, personalisation bureaus and card manufacturers. The company’s two flagship products are *AllAboutMe*, a web-based application that allows cardholders to design their own unique payment card online, and *Virtual Portfolio*, a web-based management tool enabling issuers to rapidly launch card campaigns of any size, adjust them in real time and print cards on demand. Serverside currently has 52 signed clients in 19 countries covering more than 200 card programs globally.

Serverside Group is headquartered in London and has offices in Taipei, New York, Chicago and Auckland, New Zealand. The company has strategic alliances with Visa and Datacard Group. For more information and to see a live card demonstration, visit www.serversidegroup.com.