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FOR IMMEDIATE RELEASE

13 September 2007

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Serverside and Datacard Group Jointly Nominated For Sesames Award at Cartes 2007

Global technology provider, [Serverside Group](#), and [Datacard Group](#), the world leader in secure ID and card personalization solutions, are delighted to announce that Serverside's Virtual Portfolio and Datacard's® Meritas™ Digital Asset Management Software have been jointly shortlisted in both the 'Software' and 'Banking/Finance/Retail' categories of the Cartes 2007 Sesames Awards.

The integration of Virtual Portfolio, a browser-based card campaign management tool available to all stakeholders in the card creation and management process, and Meritas™ software, a digital asset management software providing 'on demand' print solutions, is set to revolutionize the process of card production and marketing.

Through Virtual Portfolio, issuers can rapidly launch card campaigns comprising an infinite variety of stock (and personally designed) cards. These can target any number of affinity partners, subgroups, co-brands and individual branches, as well as specific events, e.g. a football match or baseball game. Not only this, issuers can assess response rates in real time and tweak or change their campaigns accordingly, including prioritizing successful cards and removing unsuccessful ones.

Using Meritas™ software and the power of inline digital card printing, issuers can then print cards on a 'just-in-time' basis. This frees the issuer from restrictive

inventory issues, such as forecasting how many cards are required, dealing with the problems of over-printing, under-printing and storage costs — no more eight-week lead times and 30% card stock write-offs. Knowledge and risk management has never been easier.

The winners of all 10 Sesames Awards categories will be announced on November 12th.

Adam Elgar, President, [Serverside Group](#), commented:

“Like Datacard, we’re delighted to be selected in two award categories at an event as prestigious as Cartes. Together, Virtual Portfolio and Meritas™ software are a powerful force that enables issuers to circumvent limitations of scale and the need for pre-printed inventory, thus revolutionizing the way cards are marketed. To already be nominated in two categories for the Sesames Awards illustrates the breadth of potential of these two products.”

Sébastien Tormos, Head of Marketing, [Datacard Group](#), added:

“Our two companies strongly believe our seamless and innovative end-to-end solution, along with Datacard Group’s recently released high speed, full-color inline printing technology, will fundamentally change the way cards are marketed and issued from this day forward.”

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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, personalization bureaus and card manufacturers. The company’s flagship product, *AllAboutMe*, is a web-based application that allows cardholders to design their unique payment card online.

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.

About Datacard

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, secure ID issuance and passport production, plus extensive service and supply offerings. Datacard Group serves customers in more than 120 countries (www.datacard.com).