



Good Morning! Your news for Wednesday, January 10, 2007.

SERVERSIDE ADDS NEW CARD-PERSONALIZATION FEATURES:

Serverside Group Ltd., a UK-based developer of Internet-based card-personalization software, has announced a number of new extensions to its platform. Serverside's AllAboutMe application allows bank customers to upload a photograph or other image to the Internet and use that image as the background for a credit or debit card. Serverside markets the software to card issuers and card-personalization bureaus. In a statement, Serverside says it has created what it calls a "viral-marketing" tool that allows cardholders to upload a design to the Web and then forward their card designs to others. In addition, Serverside has developed an application that will enable card issuers to easily run card-design competitions. Such contests, in which consumers are encouraged to create their own card images, have "greatly improved" the results of card issuers' marketing programs, Serverside says. According to Serverside, 33 card issuers in 14 countries have licensed the AllAboutMe system, which was introduced less than three years ago.