



## Euronet USA Joins PCI Security Standards Council as Newest Participating Organization

### *Euronet to participate in key standards setting body protecting payment cardholder data*

**LITTLE ROCK, ARKANSAS, USA — January 8, 2010** — Euronet USA Inc. ("Euronet"), the software division of Euronet Worldwide, Inc. (NASDAQ: EEFT) — a leading electronic payments provider — announced today that it has joined the PCI Security Standards Council as a new participating organization. As a Participating Organization, Euronet will work with the Council to evolve the PCI Data Security Standard (DSS) and other payment card data protection standards.

The PCI DSS, endorsed by American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc., requires merchants and service providers that store, process or transmit customer payment card data to adhere to information security controls and processes that ensure data integrity. More information on the Council and the standard can be found at [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org).

As a Participating Organization, Euronet will now have access to the latest payment card security standards from the Council, be able to provide feedback on the standards and become part of a growing community that now includes more than 500 organizations. In an era of increasingly sophisticated attacks on systems, adhering to the PCI DSS represents an entity's best protection against data criminals. By joining as a Participating Organization, Euronet is adding its voice to the process.

"The PCI Security Standards Council is committed to helping everyone involved in the payment chain protect consumer payment data," said Bob Russo, General Manager of the PCI Security Standards Council. "By participating in the standards setting process, Euronet demonstrates they are playing an active part in this important end goal."

"Helping our clients protect consumer data in every way possible through the technology we provide is a top priority for Euronet," said Cindy Ashcraft, Managing Director for Euronet USA. "The Council and its mission have our utmost appreciation and respect, and we are honored to be an active member. We are looking forward to participating and providing representation that will benefit our technology and our clients."

For a media kit or further information please contact:

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#### **PCI Security Standards Council**

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#### **About PCI Security Standards Council**

The mission of the PCI Security Standards Council is to enhance payment account security by driving education and awareness of PCI security standards. For more information, please visit [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org).

#### **About Euronet USA Inc.**

Euronet USA Inc. ("Euronet"), the software division of leading electronic payments provider Euronet Worldwide, Inc. ("Euronet Worldwide" or the "Company") (NASDAQ: EEFT), provides transaction management solutions to financial services organizations worldwide. Euronet is recognized around the world as an industry leader for providing one of the most comprehensive, fully integrated electronic financial transaction solution suites. Euronet's broad range of transaction management solutions uses a single core interactive engine called Integrated Transaction Management® (ITM). This centralized engine provides significant reduction in the overhead costs associated with multiple delivery systems and vendor interfaces. ITM ensures absolute consistency and control across multiple customer touch points. Euronet's ITM Solution has been installed more than 300 times in over 70 countries.

In addition to software solutions, Euronet Worldwide offers payment and transaction processing solutions to financial institutions, retailers, service providers and individual consumers which include comprehensive ATM, POS and card outsourcing services; card issuing and merchant acquiring services; consumer money transfer and bill payment services; and electronic distribution for prepaid mobile airtime and other prepaid products. Euronet Worldwide operates and processes transactions from 44 countries and serves clients in approximately 145 countries. For more information, please visit the Company's Web site at [www.euronetworldwide.com](http://www.euronetworldwide.com).

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