PCI SECURITY STANDARDS COUNCIL EXPANDS GLOBAL REACH WITH APPOINTMENT OF EUROPEAN DIRECTOR

- *Dedicated Council resource to help drive payment card security education and awareness efforts in European region -*

WAKEFIELD, Mass., July 8, 2010 — Today, the PCI Security Standards Council (PCI SSC), a global, open industry standards body providing management of the Payment Card Industry Data Security Standard (PCI DSS), PIN Transaction Security (PTS) requirements and the Payment Application Data Security Standard (PA-DSS), announced the appointment of Jeremy King as European Director for the PCI SSC. Based in the United Kingdom, King will work with the Council's General Manager and member organizations to increase the Council's presence in Europe and support its mission to enhance cardholder data security by driving education and awareness of the PCI Security Standards globally.

In this critical role, King will focus his efforts in three key areas:

- Raising awareness around the standards and the need to protect cardholder data at all times, whether processed, transmitted or stored
- Driving European participation in the SSC and development of the standards
- Engaging with the many diverse markets and members of the payment chain represented in the region to understand their unique challenges and how the Council can work with them to secure payment card data

King's chief responsibilities will include gathering feedback from the merchant and vendor community, coordinating research and analysis of PCI SCC governed standards in European markets, and driving education efforts and Council membership recruitment through active involvement in local and regional events, industry conferences and meetings with key stakeholders. He will also act as a resource for Approved Scanning Vendors (ASV), Qualified

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[Security Assessors (QSA)](#) and related staff in supporting the regional training, certification and testing programs.

 "The European region is critical to the global adoption of the standards and the security of cardholder data," said King. "Europe has a variety of valuable and diverse experiences in payment card security. I'm thrilled to be joining the PCI team as EU Director, and look forward to working with the payments community here in Europe and alongside our global counterparts in our common goal to secure payment account data around the world."

King brings extensive experience in the payment card security and high-tech industries to the PCI Security Standards Council. Most recently, he served as vice president for the Payment System Integrity Group at MasterCard Worldwide, where he played an integral role in developing payment terminal and chip card security programs. He also has a strong background in emerging technologies, including contactless card, encryption and mobile payment technologies, as well as significant chip experience, having spent more than 14 years working in the U.K. semiconductor industry.

"We are very excited to bring aboard someone with the level of knowledge and understanding of payment security and the European market that Jeremy has," said Bob Russo, general manager, PCI Security Standards Council. "I'm confident that his presence in this key region, combined with his experience and dedication, will only serve to strengthen our efforts in engaging more European stakeholders in support of payment security and the PCI Security Standards."

For More Information:
For more information on the PCI Security Standards Council, please visit
www.pcisecuritystandards.org

About the PCI Security Standards Council
The mission of the PCI Security Standards Council is to enhance payment account security by driving education and awareness of the PCI Data Security Standard and other standards that increase payment data security.

The PCI Security Standards Council was formed by the major payment card brands American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc. to provide a transparent forum in which all stakeholders can provide input into the ongoing development, enhancement and dissemination of the PCI Data Security Standard (DSS), PIN

Transaction Security (PTS) requirements and the Payment Application Data Security Standard (PA-DSS). Merchants, banks, processors and other vendors are encouraged to join as participating organizations.

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