



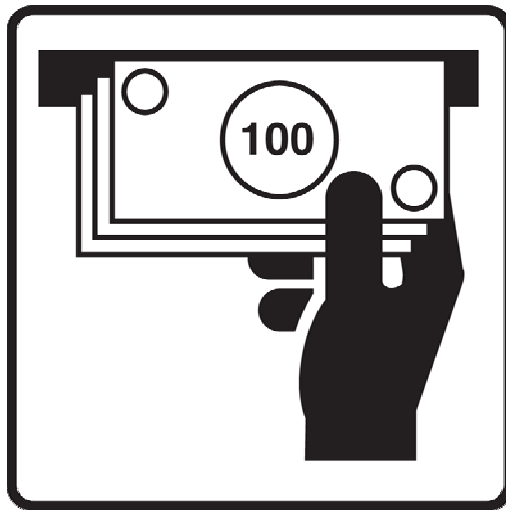
Press Release

World's First International Public Sign for Cash Dispensers Launched

for immediate release

Sioux Falls, USA, London, United Kingdom, Cape Town South Africa & Sydney, Australia, April, 2008 - The ATM Industry Association (ATMIA) (www.atmia.com) today announced that it is launching the first official public sign for the ATM. Forty years after the invention of the cash dispenser, and following roughly 1.7 million worldwide installations, one of the modern world's most important convenience technologies finally has its own international symbol.

The global ATM pictogram, pictured below, was recently registered by the International Organization for Standardization (ISO) after a lengthy campaign by ATMIA involving development of the design, global testing, international approval by at least 75% of ISO members and, finally, publication of the standard. This makes the pictogram the ATM's only recognized global public sign. It is registered in ISO 7001 as PI CF 005, with PI standing for Public Information and CF standing for Commercial Facilities.



The pictogram is the brainchild of Mike Lee, CEO of ATMIA, who initiated the search for a universal design back in 2001 and oversaw its passage through mandatory testing for comprehensibility in Asia, Europe and the Middle East as well as approval through ISO, which is a worldwide federation of national standards bodies.

“The fact that the design passed the critical evaluation test in three global cultures and gained the approval of at least 75% of ISO members shows a widespread international acceptance of the brilliant simplicity of this design,” Lee commented. “It expresses the reason for the existence of the ATM: cash dispensing. As the proverb goes, a picture is worth a thousand words.”

The International Organization for Standardization defines a graphical symbol as a visually perceived figure with a particular meaning used to transmit information to the public *independently of language*.

“The ATM is a universal technology which people of all races and ages are comfortable using. It is therefore appropriate that we have a public sign which everyone around the world can easily understand. Even illiterate people can see the sign and know what it means,” Lee added. “The sign should increase foot traffic to ATMs and improve transaction volumes.”

ATMIA has planned a worldwide promotional campaign to encourage the adoption of the graphical symbol.

For more information, please contact Mike Lee at mike@atmia.com.

About ATMIA
www.atmia.com

The ATM Industry Association is a global non-profit trade association with over 1,050 members in 50 countries. Its mission is to promote ATM convenience, growth and usage worldwide, protect the ATM industry's assets, interests, good name and public trust; and provide education, best practices, political voice and networking opportunities for member organizations. In June 2003, ATMIA established the Global ATM Security Alliance (GASA) (www.globalasa.com) with the mission to employ global security resources in a united alliance in order to protect the ATM industry from criminal activity.