

Datacard Group: Tracy Hodnett
+1 952.988.2846
tracy_hodnett@datacard.com

FOR IMMEDIATE RELEASE

DATACARD GROUP INTRODUCES COMPLETE ID CARD SYSTEM FOR EASY AND AFFORDABLE CARD ISSUANCE

Packaged system offers small organizations increased confidence and security, all in one box.

San Diego, Calif. — September 25, 2006 — Datacard Group today introduced the Datacard® 1-2-3 Easy ID card system at the American Society for Industrial Security (ASIS) Seminar and Exhibition. Conveniently integrated and packaged in one box, this complete ID card system includes the card printer, software, camera, cards and supplies needed to issue ID cards.

“We designed the Datacard 1-2-3 Easy ID system with smaller organizations in mind, ones that are looking for an affordable way to enhance security and issue photo ID cards,” said Connell Smith, vice president of desktop solutions for Datacard Group.

The versatile 1-2-3 Easy ID system is geared toward customers who want one-sided printing with low volumes of cards. It’s as easy as 1-2-3: After a quick installation, they can begin designing cards, taking photos and printing high quality photo IDs.

“As a trusted provider of photo ID card solutions, Datacard is committed to supporting the full spectrum of our customers’ card issuance needs,” said Smith. “Their initial investment is well protected as the Datacard 1-2-3 Easy ID system can be easily upgraded or expanded as their card program changes and grows.”

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).