



**June 2005 – For immediate Release**

**Chris Rizzetto joins SmartCentric LLC as Sales Director, North America**

SmartCentric's position in the US has been further enhanced with the announcement that Chris Rizzetto has joined SmartCentric as Sales Director, North America, as of June 1<sup>st</sup>.

Chris will be responsible for North American new sales of the SmartCity® system which provides College and Corporate Campus solutions, as well as Secure Access, Customer Rewards and Ticketing. With over eight years experience in the card market, Chris will use her expertise and strong customer relationship skills to successfully lead SmartCentric's drive in the Smart Card market.

Chris joins SmartCentric from Vision Database Systems (VDS) where she was responsible for sales within the University and Campus areas, specifically card based systems. Prior to working with VDS, Chris was responsible for large scale carding and campus implementations with Cybermark.

Kieran Timmins, CEO of SmartCentric commented "we are delighted that Chris is joining SmartCentric. Her vast experience of Smart Cards and Campus systems will be invaluable. In addition, Chris' ability to deliver on large smart card projects will help us extend our smart share in the Campus market even further. We look forward to a long and successful career for Chris with SmartCentric."

**Contact Points**

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**About SmartCentric Technologies International Limited**

SmartCentric Technologies International is a specialist technology company focused on secure payments and transactions and multi-application smart card systems. SmartCentric's flagship product, SmartCity®, was originally developed by the SmartCentric team in the early 1990's. SmartCity® is a Multi-Application Smart Card based system which has many wide-ranging uses, such as stored value, loyalty, gift cards, logical access, physical access, biometrics, car parking and ticketing. SmartCity® is based on international standards and works with top industry partners to ensure unique, top class solutions.

SmartCity® has been used in over 90 sites worldwide with over 5 million cards issued in sites as diverse as colleges, government offices, military establishments, banks, towns, shopping areas and stadiums.