



Simple and Secure

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**RESERVE INTERACTIVE SELECTS ELEMENT PAYMENT SERVICES
AS PARTNER FOR PCI DSS COMPLIANT PROCESSING**

Livermore, Calif. – February 16, 2010 – ReServe Interactive, a leader in hospitality management software solutions, has selected Element Payment Services as its [PCI DSS](#) compliant solutions partner for its suite of Catering, Event Management, Dining Reservations and Table Management software products.

The new partnership will simplify PCI compliance for both ReServe Interactive customers and the software company itself. Rapidly approaching deadlines in the credit card processing industry require all businesses accepting credit card payments use software applications that meet the Payment Application Data Security Standard ([PA-DSS](#)). By July 1, 2010 all merchants must ensure this mandate is met in order for their own businesses to comply with Visa's PCI DSS requirements. If not, businesses risk fines, audits and may lose the ability to accept credit cards entirely.

"After researching several providers," says Lynn Carter, executive vice president & chief technology officer of ReServe Interactive, "we found that Element's purpose-built platform was superior in terms of ease of integration and the suite of innovative processing technologies supported such as [end-to-end encryption](#) and [tokenization](#). Not only does the platform exceed PCI DSS requirements but it also features [Hosted Payments](#), an integration method which allows our software to remain out-of-scope for PA-DSS validation requirements".

Businesses in the retail and hospitality industries have frequently been the target of data security attacks for the confidential customer information they transmit, process and store. With Element, ReServe Interactive customers can continue business as usual while benefiting from a more secure solution. "Because no sensitive cardholder data ever enters ReServe Interactive's software application or a merchant's processing environment, PCI DSS compliance is dramatically simplified and business liability is greatly reduced," explained Sean Kramer, president and CEO of Element.

About [Element Payment Services, Inc.](#)

Headquartered in Phoenix, Arizona, Element Payment Services, Inc. provides fully integrated PCI DSS compliant payment processing solutions to merchants through partnerships with leading business management software providers. Engineered using service-oriented architecture, Element's Express Processing Platform allows for easy integration and supports advanced technologies such as end-to-end encryption, tokenization and authentication.

Processing over \$4 billion in annual transaction volume, Element's simple and secure payment solutions allow customers to easily comply with industry security requirements such as PCI DSS, and PA-DSS (PABP), significantly reducing the risk associated with handling cardholder data. Element's innovative technology, Hosted Payments, was the first payment processing solution on the market to take software providers out of scope for PA-DSS compliance requirements.

Element Payment Services, Inc. is a registered Merchant Service Provider with First National Bank of Omaha.

About ReServe Interactive

ReServe Interactive specializes in [Catering and Event Management](#), and [Dining Reservation and Table Management](#) software applications for the hospitality industry. By combining intuitive workflows with intelligent tools, the company has been helping its customers optimize their hospitality operations since 1996. ReServe Interactive software is used by more than 6,000 industry professionals and across more than 1,000 hospitality venues including hotels, restaurants, sports and entertainment facilities, golf clubs, private clubs, cultural institutions and wineries. The company has offices in Livermore, California and Delafield, Wisconsin.

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