



The Safe Internet Payment Solution

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SafetyPay announces partnership with CardinalCommerce

CardinalCommerce's Centinel® technology will now enable SafetyPay™ for eCommerce merchants

Miami Beach, FL – Septemeber 16, 2009 – [SafetyPay](#), an innovative, secure, global alternative payment system, and [CardinalCommerce](#), the worldwide leader in enabling payment brands for both eCommerce and mobile commerce, today announced the addition of SafetyPay to the Cardinal Centinel® platform to support eCommerce business expansion into new markets.

SafetyPay specifically targets three core untapped eCommerce markets: shoppers who are afraid to purchase online due to identity theft or fraud, International shoppers who cannot purchase because their credit cards are not accepted, and 60% of the global online banking customers without a credit card of any type but the financial means to shop online.

Cardinal and SafetyPay partnered to aid U.S. eCommerce business expansion in untapped domestic and International markets. Now the over 50 million International e-shoppers who desire to purchase from US merchants will have a secure, viable alternative payment solution with SafetyPay. International expansion is the new movement in the eCommerce world and overseas eCommerce represents one of the few compelling growth opportunities in this challenging retail environment. With bank partnerships in Latin America and Europe, SafetyPay is a turnkey solution to enter such markets providing access to the tens of millions of International online banking customers.

"Cross border online purchasing is a huge untapped market and has been a challenge for e-merchants due to payment security and shipping logistics. Our relationship with CardinalCommerce and our shipping partners opens up a great opportunity for U.S. merchants to expand their customer reach," said Manuel Montero, CEO of SafetyPay.

"SafetyPay is a significant value-add to Cardinal Centinel," said Mike Keresman, CEO of CardinalCommerce. "With SafetyPay, Cardinal's current, and future, Customers, will have the supplementary means to secure new domestic and International business, all in one integration to the Centinel platform."

About CardinalCommerce

CardinalCommerce's global-leading technologies, Cardinal Centinel® and Cardinal MAX™, enable authenticated payments; secure transactions, and alternative payment brands for both eCommerce and mobile Commerce. CardinalCommerce's patented platform, Cardinal Centinel, allows merchants to accept all online payment methods, while providing access to other valuable products, independent of gateways, shopping carts, and processors.

For more information, visit www.cardinalcommerce.com

*Patent No. US 7,051,002 B2, 7,140,036 B2. Other patents pending.

About SafetyPay

[SafetyPay](#) – The Safe Internet Payment System – is a patent-pending process that was developed in response to the growing need for a safe online alternative payment method. SafetyPay is a totally safe and secure online payment solution that enables online banking customers to shop online worldwide and pay directly through their online banking account in their local currency. Customers are never required to disclose any of their financial information to the merchants or to SafetyPay.

For more information, visit www.safetypay.com