

New SmartLogin® Version Provides Enhanced Security for On-Line Credit Card Purchases

SMARTLOGIN® 2.0 *Approved by Qualified Security Assessor (QSA)*

Ft. Worth, TX — September 24, 2009 — Restaurants, retailers and service providers concerned about providing enhanced security for on-line purchases have a new tool. SMARTLOGIN®, 2.0 offers full encryption technology and follows Payment Card Industry (PCI) standards and guidelines for enhanced security in on-line purchases. SMARTLOGIN® was developed by Smartlcon Technologies LLC. This patent-pending Next Generation 1-Click Login technology offers retailers and service providers a competitive advantage in today's security-conscious environment.

The new version of SMARTLOGIN®, includes full encryption technologies and follows Payment Card Industry (PCI) standards and guidelines. SmartLogin does not capture, process, transmit or store cardholder data, however, retailers and service providers who process credit cards through their online applications will readily welcome this enhancement. PCI compliance is governed by the PCI Security Standards Council, composed of representatives from the founding payment brands. The standards and guidelines set forth for merchants and technology vendors associated with card data are very strict and defined.

SmartLogin is like a "front door" that logs customers into client websites. It downloads in 20 seconds, and places the Client's logo on their customer's PC desktop, web browser toolbar, and Quick Launch taskbar. Going forward, customers click on our clients' icons, which automatically log them into their account to place orders, track orders, and run reports. SmartLogin provides clients with 24 x 7 desktop advertising, branding and marketing exposure which result in increased online orders and additional sales.

"We are extremely excited to release this new version of SMARTLOGIN®," said Kirk Godby, President and CEO of Smartlcon Technologies LLC. "As demand for our product continues to grow so has our emphasis for security. We are dedicated to providing our clients with secure technology, which is why we spent a significant amount of time and resources developing this new version and hired a Qualified Security Assessor (QSA) to analyze, review, and ensure that our technology and encryption methods follow PCI Standards & Guidelines".

SmartLogin allows clients to bring more value to their customers, provides an asset that strengthens their brand, creates a competitive edge, engenders customer loyalty, and gives them the opportunity to significantly increase online orders. It has also proven to be a highly effective productivity improvement tool that has reduced back-end labor cost.

About SmartIcon Technologies LLC

SmartIcon Technologies LLC is the developer of SmartLogin[®], a patent-pending Next Generation 1-Click Login technology solution that allows retailers and service providers to maximize and control advertising and brand exposure, shave precious seconds off of their customer's login time, increase online orders and bottom line profits, and gain a competitive edge. Today, many customers are taking advantage of this Next Generation One Click login technology and the 24 x 7 Desktop advertising, branding and marketing exposure. For more information, please visit www.smarticontechnologies.com

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