



CONTACT:

Nicole Taylor
RSPA Corporate Communications Manager
704.940.4274
NTaylor@GoRSPA.org

FOR IMMEDIATE RELEASE

RSPA Releases Educational DVD about PCI Compliance

'Are you at Risk' now available to the public

Charlotte, NC—July 24, 2007 – The Retail Solutions Providers Association has released an educational video, *'Are you at Risk?'*, about payment card industry security compliance. The 12-minute DVD features a merchant who recently experienced a security breach on her point-of-sale system, advice from a forensic auditor, legal counsel from a PCI attorney, and shows viewers the underground world in cyber space where hackers gather to buy and sell stolen information. Other interviews include industry leaders such as VISA and Chase Paymentech.

'Are you at Risk?' debuted July 16th at **RetailNOW** 2007, RSPA's Summer Convention and Expo, in Las Vegas, NV. The DVD is enclosed in a package offering further information about PCI compliance along with a brochure that lists the Payment Card Industry Data Security Standards, PCI DSS, and facts gathered from several forensic investigations. The DVD package is also self-mailing.

"The Retail Solutions Providers Association identified Payment Card Industry security compliance education as our number one priority. This issue affects all of our membership who develops, markets and supports technology for the industry and their retailer customers. Our resources were quickly applied to provide direction and answers to the industry," said Joseph Finizio, RSPA Executive Director.

"You don't have a choice, you can take the risk if you want to but I am sitting here as a witness to tell you it can happen and damages could far outweigh the cost of your point-of-sale system," said Carla Yarbrough, Business owner featured in *'Are you at Risk?'*

To obtain a copy of *'Are you at Risk?'* or to learn more about PCI Compliance, log onto www.GoRSPA.org. People requesting a mass amount of DVDs can also incorporate their company logo on the packaging, please contact RSPA headquarters for more information.

About RSPA (www.GoRSPA.org)

The Retail Solutions Providers Association (RSPA) is the only association dedicated to the retail technology industry. RSPA members include resellers, hardware manufacturers, software developers, consultants, finance companies, and distributors bringing retail technology products and/or services to the marketplace. The RSPA provides education, industry advocacy, standards and information benefits that assist member companies in expanding their business.