

# Apriva Certifies Opticard's Gift Card and Loyalty Solution

SCOTTSDALE, AZ, July9, 2008 -- Apriva, the leading wireless solutions provider announced today that the company has certified the gift card and loyalty solution from Opticard Payment Services.

The integration of Opticard's gift card and loyalty solution with the Apriva Intelligent Gateway provides merchants with a new platform on which to securely process gift and loyalty transactions utilizing Wireless, dial, or IP networks.

"Opticard employs several security measures that will integrate well with Apriva's interface. This integration will allow us to provide a secure solution for companies seeking robust and easy-to-use gift card and loyalty programs," said David Ingwersen, President of Opticard Payment Services. "With gift card usage reaching record highs, our combined solution with Apriva will help our customers eliminate security concerns and focus on enhancing revenue and increasing retention."

"We are delighted that Opticard has become a certified partner supplying a gift and loyalty product for Apriva Resellers," commented Bill Clark, senior vice president of sales and marketing at Apriva. "Our partnership will provide our mutual customer the opportunity to offer Opticard services on the Apriva Certified Secure Program."

## **About Apriva:**

Founded in 1999, Apriva is the leading wireless solution provider integrating the hardware, software and network infrastructure required to develop and deploy high-performance, high-reliability solutions in the Point of Sale (POS) and Secure Mobile Messaging markets. Apriva offers end-to-end solutions for Point of Sale that make it easy and cost-effective to develop, deploy and maintain highly secure and reliable business critical mobile applications. Visit [www.apriva.com](http://www.apriva.com) for more information. Apriva – Proving the Possibilities.

Apriva Contact:  
Cara Mormino  
Phone: 602.885.3389  
[cara@rocketcreative.com](mailto:cara@rocketcreative.com)

## **About Opticard:**

Opticard Payment Services, Inc., a division of Planet Group, Inc., ([www.Opticard.com](http://www.Opticard.com)) has been developing innovative tools and solutions to help retail clients introduce and

enhance financial and private label card based solutions since 1995. The Opticard platform was developed from the ground up by retailers to meet retailer needs. Our business and technology is entirely focused on providing card based tools and solutions, allowing us to offer unmatched flexibility and service.

**About Planet Group, Inc.:**

Planet Group, Inc. is a privately held corporation and holding company of a diverse group of technology and business solutions companies. Our diverse portfolio of companies provide solutions and services such as information technology consulting, electronic payment processing, secure correspondence portals and business process management to Fortune 500 companies in the financial services, healthcare, banking, retail, and consumer industrial and technology industries. [www.planetgroupinc.com](http://www.planetgroupinc.com)

Planet Group Contact:

Anna Beaty

Phone:(402) 964-1945

[abeaty@planetgroupinc.com](mailto:abeaty@planetgroupinc.com)