

## **Paragon Application Systems Presents “Staying Ahead of EMV Card Fraud” at Cards Middle East Conference**

(Holly Springs, NC—May 14, 2009) Paragon Application Systems, a leading global provider of ePayment simulation, configuration and testing solutions, will participate in the 10<sup>th</sup> annual Cards Middle East conference from May 17-20 in Dubai, United Arab Emirates. Cards Middle East is the largest cards and payments conference in the Middle East. Harold Pruitt, Solutions Engineer from Paragon Application Systems, will present “Staying Ahead of EMV Card Fraud.” This discussion examines possible EMV card fraud scenarios and ways to test them. Paragon will also exhibit at the conference.

“Card fraud is an ongoing challenge for financial institutions and merchants,” says Pruitt. “Migrating from magnetic stripe cards to EMV smart cards has reduced fraud, but not completely eliminated it. Since it is difficult to test EMV fraud using physical devices, financial institutions need ways to simulate and test fraud scenarios. The challenge for issuers is making sure that their fraud detection system is accurately flagging EMV card fraud scenarios like invalid chip data, bad offline PIN’s, damaged chip cards with rewritten magnetic stripes and multiple transactions from diverse geographies.”

“With more than 20 customers in the Middle East and 450 customers worldwide, Paragon is well-positioned to help customers address their ATM and ePayment testing needs,” says Doug Daggett, Regional Sales Director for Paragon Application Systems. “Exhibiting and presenting at Cards Middle East provides a unique opportunity not only to highlight our EMV support and new settlement solutions, but also to network with a wide variety of customers.”

### **About Paragon Application Systems**

Paragon Application Systems is a leading global provider of ePayment simulation, configuration and testing software tools to the financial industry. More than 450 financial institutions in over 80 countries use Paragon tools to improve quality and reduce time-to-market. Paragon’s broad customer base includes major interchanges, processors, leading software providers, banks and credit unions. Visit Paragon Application Systems at [www.paragonedge.com](http://www.paragonedge.com).