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Swiped Credit Card Processing On A Cell Phone Introduced By AMSI

March 21, 2003 - Advanced Merchant Solutions, Inc., of Fullerton, CA. is releasing its new credit card processing system for Nextel cell phones. This service, "NexSwipe.com" consists of a proprietary, encrypted credit card reader, along with a WAP site for merchants to access for immediate credit card authorization. "Using NexSwipe.com gives merchants in the field, such as Limousine & Taxi, Mobile Vendors, Delivery, Stadium & Arena Sales, Traveling Sales People, Conventions / Exhibitions, Golf and Tennis Venues, Outdoor Entertainment, Parking Garages and more to get the same low discount rates as traditional retail storefronts" states Dennis Ideue, CEO of AMSI. "The secret is in the magnetic stripe on the back of the card. If you transmit that to the credit card companies, you get the retail rates" he continued.

"The Nextel platform was selected for our initial application, as it is in such wide use by dispatch oriented service companies. They use the Nextel Direct Connect feature of the phone to tell the people where the next service call is." according to Blaine Leckett, Ph.D., the company's CTO. "The NexSwipe.com service requires no software downloads to the phone, being entirely a server-based WAP application. This has tremendous advantages for the merchant on the road, as it can be difficult to get a phone 'reloaded' if the batteries expire unexpectedly." In addition, the NexSwipe.com service requires only the Nextel "Premium Web" service, an unlimited service for ten dollars per month. Other systems using Nextel phones require the PacketStream service, which adds up to \$54.95 per month to the user's bill.

With many cities like Chicago and New York mandating that cabs operating in their territory accept credit cards, and states like Florida and Utah considering legislation requiring restaurants to bring card processing equipment to the table to reduce 'skimming' or credit card number theft, the time has come for simple, inexpensive, easy to use solutions.

Advanced Merchant Solutions, Inc. is the developer of the Pocket Verifier line of software that performs credit card authorizations on wireless Palm and Pocket PC devices. "NexSwipe.com was a logical addition to our product line, and we will have a similar service for T-Mobile as well" says Leckett.

Since many of these companies do not currently accept credit cards, AMSI can provide full-service mobile merchant accounts to new users through it's merchantanywhere.com web site. "We have the ability to provide accounts without the traditional application, setup, statement, gateway, or cancellation fees. In addition, we can set up an account with no term commitment - we have to perform or we would lose the merchant." continues Ideue.

About Advanced Merchant Solutions, Inc.

Advanced Merchant Solutions, Inc. is a software technology company based in Fullerton, California. The company was founded in March 2001 by founders with 20 years of experience in software development. AMSI is the developer of Pocket Verifier Professional for Palm OS and Pocket PC, as well as Pocket CrossCheck and many other transaction-based software products.