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The Payment Card Industry Security Alliance Changes Name, Enhances Services
Organization Adds Valuable Resources for Meeting PCI Compliance to Website

Fremont, Calif. – October 21, 2008 – The Payment Card Industry Security Alliance (PCI SA) announced its new name today in an effort to better reflect the organization's mission and its commitment to helping merchants find solutions for meeting PCI Data Security Standard (PCI DSS) compliance.

Previously known as the PCI Security Vendor Alliance, the PCI SA's mission is to provide products and services for the affected members of the payment card industry including retailers, E-commerce companies, financial institutions, payment processors, POS vendors and any other organizations that must achieve PCIDSS compliance.

The PCI SA also complements the objectives of the major card payment brands and the PCI Security standards Council by helping educate the payment card industry about the business value of achieving PCI DSS compliance. To date, there are no organizations that assist merchants with identifying the necessary solutions for meeting PCI DSS 1.2 compliance—the latest version of the standard.

“By removing ‘vendor’ from our name we broaden our appeal to merchants as well as vendors, thereby making it easier for the two to work together on creating PCI compliance solutions and best-practices,” said Alan Bird, president of the PCI SA.

In addition to changing its name, the PCI SA also enhanced their organization's website, offering the PCI community access to white papers, webinars, case studies, and other educational tools on compliance. The new user-friendly site also provides visitors with solution strategies for specific requirements under the PCI DSS; this resource includes inexpensive, optional software packages that help businesses quickly and easily conduct a detailed, formal risk analysis. For more information, visit www.pcialliance.org.

About the PCI SA

PCI SA assists members of the payment card industry, composed of merchants, banks and point-of-sale vendors, in educating the business community on the requirements and business value of the PCI Data Security Standard (PCI DSS), a global benchmark intended to improve security throughout the entire payment card transaction process. For more information, visit www.pcialliance.org.