



FEATURE NEWS RELEASE

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ACCESS SMART'S POWER LOGON™ MAKES ONLINE HOLIDAY SHOPPING A BREEZE

Smartcard Product Offers Consumers a Safe and Streamlined Online Shopping Experience For All Their Favorite Sites

Ladera Ranch, CA – Sept. 19, 2007 – As the holiday season approaches, many of us will opt to do our shopping online in order to save time and avoid holiday crowds. While the very nature of online shopping is to provide convenience for consumers, many of us find ourselves struggling to try to keep track of the seemingly endless list of user names and passwords required for each site. And in the back of our minds, we wonder “Is this transaction truly secure?”

We usually browse the online catalogues of our favorite stores, choose what we want to buy, go to check out and then often can't remember our logon information and must request that it be sent to us. We then wait for it to be e-mailed, and are sometimes asked to change our passwords again, making a task that was supposed to be simple and straightforward more frustrating and time consuming than it should be.

Once we have our account information straightened out and are ready to pay, there is always a moment of uneasiness when it comes time to typing in our credit card information. Are we absolutely sure that the merchant is the only one that will see our credit card numbers?

Power LogOn by Access Smart™ enables shoppers to alleviate these issues and expedite online shopping transactions more seamlessly and securely than ever before. With Power LogOn, you can store up to 100 web accounts along with user names and password information on to one smartcard, so you never have to remember or type them again. One double-click will automatically logon to any web site of the shopper's choice, and all encrypted account information will only be submitted once Power LogOn has verified the merchant's web site is indeed authentic. When you are ready to checkout, Power LogOn will fill in your shipping address, billing address and credit card information, and will keep this data safe from unauthorized individuals.

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2-2-2-2 Power LogOn Provides Safe & Convenient Online Holiday Shopping

“With Power LogOn, people can expect that they will not only get a faster, more convenient online shopping experience by not having to track and enter multiple user names and passwords, but they can also rest assured that their private information is stored safely and will only be transmitted to a vendor’s genuine web site,” said Dovell Bonnet, CEO of Access Smart. “While most experts agree e-commerce is generally secure, it is wise to take that extra step in Internet safety – especially around the holidays when financial crimes are on the rise.”

Two of the most common methods of online theft are committed via phishing attacks and malicious software programs such as spyware. With phishing emails, a thief can entice you to visit their near-perfect replica of a legitimate site in an attempt to solicit account information. Spyware programs attempt to get valuable account data by “spying” on information that is typed by a PC user, and then sends that information to others – usually in foreign countries where they are nearly impossible to track down.

Today, one usually has a barrage of defensive software like antivirus, pop-up blockers, spam filters and spyware blockers. These security programs can detect and block most of the attacks but there are still instances where newer, more powerful malicious codes manage to get through. Power LogOn enables users to take an offensive approach to security by transmitting encrypted passwords and account information, and never releasing any of its stored data to an unknown site.

A Power LogOn Password Manager Starter Kit begins at \$89.00 with volume discounts available. Users can choose from five available smartcard readers for desktops or laptops. For individual pricing, contact Access Smart toll free at (877) 795-6466 or go to www.access-smart.com. Access Smart provides a 100 percent, 60-day money back guarantee.

System Requirements

Operating System: Windows® 2000, XP Professional/Home Edition or higher. **Personal Computer:** Pentium® 233 MHz or higher, or compatible; CD-ROM drive; VGA or higher graphics; 128MB of RAM; USB or PCMCIA available port; and 70MB available hard disk space.

About Access Smart, LLC:

Headquartered in Ladera Ranch, California, Access Smart, LLC develops, markets and sells complete packaged smartcard solutions direct to businesses and home computer users. Dedicated to empowering businesses and consumers to securely regain control over their digital information, Access Smart offers unique, high-quality, integrated hardware and software packages that securely manage important data over wired and wireless networks, computers, Point-of-Sale devices, kiosks, and any other device that can accept and communicate via smartcard technology. For more information about Access Smart, please visit www.Access-Smart.com.

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