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Poundland pilots contactless payment with Commidea

Contactless solution will reduce queues and improve customer choice

London, 11th August 2009 - Commidea, the leading card payment processing solution provider, has announced a trial with Poundland to upgrade its integrated EPOS payment solution with contactless technology, using Barclaycard as the merchant acquirer. This means that customers can present their contactless enabled credit or debit card to a reader to make a purchase of £10 or less, without the need to enter a PIN code.

Poundland first implemented its Chip & PIN terminals two years ago. The solution, provided by Commidea, is a managed service which is pre-approved by the banking industry and meets all PCI DSS compliance standards. Poundland saw an increase in overall customer spend following its Chip & PIN deployment and hopes to build further on this success with the contactless solution.

Poundland is trialling the Verifone QX110 contactless terminal in its Dalston and Hammersmith stores, which are based in London. The technology is expected to speed up transaction times and shorten queues as cardholders simply need to touch their card against the reader instead of entering a PIN or signing. The objective of the trial is to understand the opportunities for deploying contactless technology across all of Poundland's 250 stores.

"Commidea's solution was selected for its simple integration with Poundland's existing Chip & PIN terminals and for its PCI compliance," said Mo Rahman, IT Services Manager, Poundland. "The contactless payment trial will enable us to

offer alternative payment options and improved service levels, so that customers can purchase their goods quickly and conveniently.”

“Poundland is a great example of a retailer who is bucking the trend and seeing an increase in customer numbers in these challenging times” said Ian Rutland, marketing and communication director, Commidea. “Many consumers are migrating to discount stores in a bid to beat the current economic climate. We are delighted that Commidea can provide a solution to help meet customer demand.”

Richard Wagstaff, Contactless Payments at Barclaycard comments: “This fully integrated system will open up the doors to contactless for a huge number of retailers. The technology can process payments in less than half a second, which is great news for both Poundland and its customers. We look forward to our continued work with Commidea in the future to help more retailers sign up.”

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Notes to Editors

Commidea

Commidea is one of the most innovative developers of card payment processing technology, producing a variety of solutions for high street retail, mail order, e-commerce, telesales, memberships, hospitality and leisure.

The company has built a reputation for reliability, innovation and excellence, continually pushing forward the boundaries of card payment technology. At the forefront of Chip & PIN technology, the company has developed Ocius, a pre-approved Chip & PIN solution that has set new standards within the industry.

Customers include organisations both public and private, from multi-national high street retailers to independent retailers, specialist distributors to small leisure clubs, award winning e-commerce sites to the country's leading mail order companies.

Working with a network of business partners throughout the UK able to deliver a complete EPoS system for virtually every environment, Commidea is the solution for all card payment processing needs.

www.commidea.com.

About Poundland

1. Poundland sells high quality products all for £1, providing customers with amazing value every time they visit.
2. Poundland currently employs 6,400 colleagues and has 219 stores nationwide.
3. Further plans for 2009 include:
 - Over 40 new stores
 - Creation of over 1,500 new jobs
4. Serving over 2 million customers every week, Poundland is an irresistible shopping experience where shoppers are guaranteed to find over 800 quality brands and thousands of other products offering something new each time they visit.
5. Poundland is the original, the biggest and the most successful single price retailer in Europe

www.poundland.co.uk.

About Barclaycard

Barclaycard, part of Barclays Global and Retail Commercial Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues credit and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Key facts published in February 2009;

- number of UK customers: 11.7m
- number of International customers: 11.6m
- number of retailer/merchant relationships: 89,000