



EMV Technology on the Horizon for U.S.

EMV stands for Europay, Mastercard and Visa, and refers to chip technology that is widely used overseas and could become more prevalent in the U.S. in the near term. Considered more secure than the more common magnetic stripes due to its use of dynamic authentication, EMV is designed to significantly reduce fraudulent payment as a result of counterfeit cards.

How it works

A secure chip is embedded in a payment card, or in a personal device such as a mobile phone. In order to execute a payment, the chip must connect to a chip reader in an acceptance terminal. There are two types: contact, in which the chip must come into physical contact with the chip reader, and contactless, in which the chip must come into a certain proximity of the chip reader. EMV cards and terminals that support both contact and contactless interfaces are referred to as dual-interface.

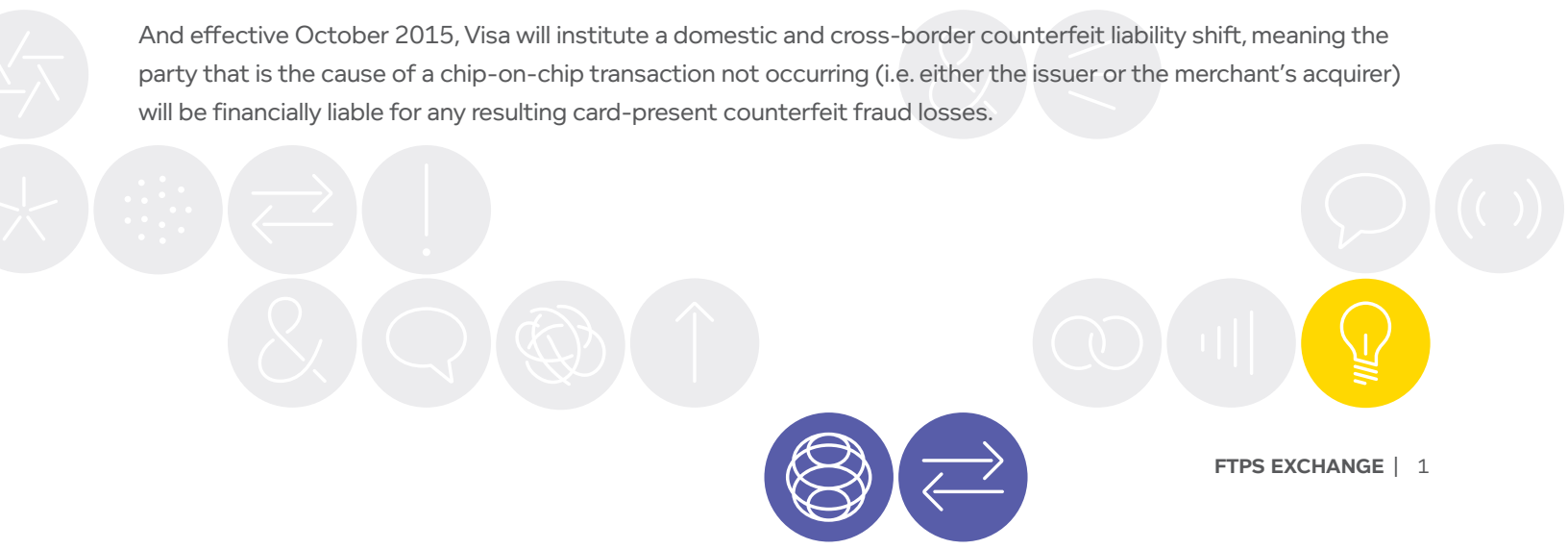
Timeframes

Visa recently announced plans to speed up the movement to contact chip and contactless EMV chip technology in the U.S. The adoption of dual-interface chip technology will help prepare the U.S. for the arrival of mobile-based payments by building the necessary infrastructure to accept and process chip transactions.

Visa's plans include merchant incentives to upgrade to dual-interface EMV chip-enabled terminals, requirements for acquirer processors to support chip acceptance (by April 1, 2013), and new policies around liability for counterfeit transactions.

Visa will waive Payment Card Industry Data Security Standard (PCI DSS) compliance validation requirements to encourage more merchants to adopt contact and contactless chip payment terminals. (Please note, this does NOT eliminate your requirement to maintain full compliance with the PCI DSS at all times – it simply provides relief from the validation process.)

And effective October 2015, Visa will institute a domestic and cross-border counterfeit liability shift, meaning the party that is the cause of a chip-on-chip transaction not occurring (i.e. either the issuer or the merchant's acquirer) will be financially liable for any resulting card-present counterfeit fraud losses.



What this means now

When making new payment acceptance technology decisions, we recommend you select payment terminal products that either support the dual interface environment or are field upgradeable. Adopting EMV technology can have significant benefits to merchants, acquirers, issuers, and customers alike. Costs typically realized through cardholder disputes, suspect transactions, card replacement and eventual liability may be avoided with the use of EMV technology. Although there will certainly be a period of transition to get there, we believe that EMV will provide a better security ecosystem overall which will greatly enhance and protect the shopping experience. We look forward to working with you to assist in this important endeavor.

For complete information regarding these changes, please visit www.visa.com/cisp. Then, click on the "Alerts, Bulletins, and Webinars" link on the left hand side of the page. There are four full articles on the changes under the "Data Security Bulletins" heading. All four bulletins are dated August 9, 2011.

Our Gift Card Program Got a Facelift!

Vantiv now offers an even greater selection of holiday, winter, and health-inspired gift cards exclusively paired with new card carriers!

We've added 10 new gift card designs and 12 new card carriers to our current template portfolio, for a total of 70 cards and 24 carriers. That's 94 great reasons to love our gift card program and increase sales, improve cash flow, and promote your business.

To download the newest Gift Card Catalog, go to <http://www.ftpsllc.com/merchant/products/gift-card>.

Be prepared for the busy season ahead! Order your cards and carriers today!



Do You Know what DIRECT can do for you?

Are you looking for a way to reconcile your merchant accounts, respond to chargeback notices and research transactions in one place?

Direct is a secure, dynamic online portal that helps you manage your payment acceptance activities anytime from one application. Whether you process credit, debit, gift cards or other payment types, Direct can help you gain efficiencies to manage your payments in a secure, online system.



With Direct, you can view and generate reports, access transaction data, process credit and gift card transactions, access credit card chargeback data and conduct real-time inquiries.

Here are just a couple of the features in Direct that can help you day-to-day:

- Use **Daily Totals** for a total picture of the “batches” submitted for payment. The Daily Total Review screen provides summary data for the date specified such as: Merchant Number, Store number, Batch Number, Number of Sales, Number of Returns, the Deposit Amount for each Product Type, and a number of other useful fields. To see the detail within a batch, select a batch line and click on the Batch Detail function.
- Another helpful search function of Direct is the **BIN Search function**. This feature is critical if you ever need the name and contact information of a cardholder’s Visa or MasterCard card issuing institution. Simply select this function and enter the first six digits of the card, commonly referred to as the “BIN”.
- Our **merchant monthly summary report** provides an overview of your credit card payment activity for the calendar month. Here, you can review volumes by card type, interchange fees and a daily position detail that tracks your activity per location. This is just one example of a report you can utilize to reconcile your payments data.

Check out the DIRECT Demo at <http://www.ftpsllc.com/merchant/products/ftps-direct> for more information and best practices!

It’s easy to enroll and GET STARTED:

- Go to <https://enroll.ftpsllc.com> and use enrollment code: express1
- Provide the required account information including a Merchant ID, your Tax ID and an Email address and you’re all set!

For questions or assistance, contact your Relationship Manager or our Contact Center at 877.744.5300.