NEWS RELEASE

CPI Card Group Announces the Appointment of Tony Sabetti to Lead Mobile and NFC Market Initiatives

5/6/2015

Littleton, Colo. (May 6, 2015) – CPI Card Group, a global leader in financial and EMV chip card production and related services, announced today that the company has hired industry veteran Tony Sabetti to lead CPI's mobile and NFC market initiatives through CPI Mobile™, a digital issuance solution using Sequent technology. CPI Mobile enables global banks and other issuers to participate in almost any mobile wallet deployment for payment and loyalty solutions leveraging both Secure Element (SE) and Host Card Emulation (HCE) capabilities as well as tokenization services.

With over 25 years of experience launching secure identification and mobile solutions, Sabetti recently served as senior director of technology at Softcard™, where he led the development and deployment of Softcard's mobile commerce platform, which integrated payments, loyalty and offers in a single Near Field Communications (NFC) tap at over 100,000 merchant locations across the United States.

Prior to Softcard, Sabetti was senior director of sales and marketing for NXP Semiconductors, where he secured designs of NFC chipsets and secure elements into mobile phones, and secure chips for EMV bank cards, ePassports, and government ID cards throughout North and South America.

Sabetti's career in electronic payments and security technology began at Texas Instruments, where he led international marketing and development teams who pioneered contactless technology, and developed and implemented ExxonMobil's Speedpass™ and American Express'® ExpressPay solutions, the first two large scale contactless payment solutions in the world.

“We are delighted to welcome Tony to the team,” said Steve Montross, president and CEO of CPI Card Group. “His extensive experience and knowledge of our industry will undoubtedly strengthen CPI’s position as a leader in the emerging payments market and maintain our goal of developing relevant solutions to meet customer and market needs.”

Sabetti has been an active member of the Smart Card Alliance (SCA) for the past six years and was listed on the Alliance’s 2014 Honor Roll. He is currently serving as secretary on the SCA Mobile & NFC Council.