



SkyWire Selects the World's Most Secure Payment Processor and Data Center for POS and Spa Products

LAS VEGAS – Feb 9, 2015 - As news broke this week of a major hospitality management company being breached for a second time in a year, it's no surprise that businesses are looking for solutions to the security challenges they are faced with. This is why SkyWire has teamed up with Shift4 and Switch's SUPERNAP to create cutting-edge POS, PMS and Spa systems that utilize the world's most secure payment gateway and are hosted at the world's most secure datacenter.

SkyWire, a global business and marketing technology firm that specializes in tools for the hospitality industry, has announced that their POS and Spa products are now the world's most secure, enterprise-level systems and they are available today to companies of all sizes.

SkyWire employs Shift4's *True* P2PE, point-to-point encryption that keeps credit card numbers from ever entering the POS by encrypting card data at the swipe. Shift4 also provides TrueTokenization®, a proven, secure method for businesses to store transaction data for recurring billing or refunds without the risks and PCI-compliance headaches of storing actual credit card numbers. Both Shift4 and SkyWire's software are housed at SUPERNAP – the strongest datacenter on the planet.

"The integration between Shift4 and SkyWire doesn't just protect credit card data; it actually prevents that sensitive data from ever entering the spa or retail environment," said Shift4 CEO Dave Oder. "This leaves

hackers with nothing to steal and drastically simplifies PCI compliance for the merchant in the process."

Previously, this level of security was unattainable even for enterprise-level companies, but with this new partnership, any business – small, midsize, or enterprise – can harness this unprecedented level of security to protect their brand and their customers' data.

"This alliance between Las Vegas' big three, SkyWire, Shift4, and Switch, sets a new precedent for the level of security businesses can now put in play – regardless of size or income," said SkyWire COO Thomas Castleberry. "We are incredibly proud to be offering the most secure, feature-rich POS and Spa products on the market today."

For more information on SkyWire POS visit: <http://www.skywire.com/solutions/skywire-point-of-sale/>

About SkyWire – SkyWire is a global hospitality solutions provider, SMS mobile marketing and mobile application development company as well as a cutting edge mobile content enabler (MCE). Helping customers of all sizes gain revenue while saving time, SkyWire is a business and marketing technology firm that specializes in tools for the hospitality industry. Aside from offering full Creative Advertising services SkyWire also offers PMS, POS, labor management and Spa software. For more information, visit www.skywire.com.

About Shift4 – Shift4 Corporation makes it simple for merchants across all industries to securely process credit, debit, and gift card transactions. With connections to nearly every bank and processor in North America and integrations to hundreds of PMS/POS systems, Shift4's DOLLARS ON THE NET® is the world's largest independent payment gateway. Shift4 provides pre- and post-settlement auditing capabilities, fraud prevention tools, support for emerging technologies like EMV and mobile payments, and security solutions such as TrueTokenization® and True P2PE, which drastically simplify PCI compliance. Shift4 is a proud merchant advocate, maintaining complete bank and processor neutrality to ensure that their customers have the freedom to switch banks and processors as needed. For more information, visit www.shift4.com.