

## **FOR IMMEDIATE RELEASE**

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# **NEW CARD SECURE® SMARTPHONE APP ELIMINATES ID THEFT AND FRAUD FOR MOBILE, RETAIL AND ONLINE PURCHASES**

LOS ANGELES (June 19, 2017) -- Sixteen billion dollars was stolen from 15.4 million victims of identity theft and fraud last year, up 16 percent over 2015. Encryption and tokenization have helped, but chip-based cards have led to more credit and debit card number thefts, up 40 percent. Meanwhile, a new victim of fraud or identity theft is popping up every two seconds. With the proliferation of cyberattacks, debit/credit card and digital wallet purchases were not secure from ID theft or fraud from smartphones or at the point-of-sale, until now.

The new **Card Secure®** app from [Internet Promise Group](#) is the first-ever platform that eliminates ID theft and fraud in each and every mobile, retail and online payment. A game changer for merchants, banks and consumers, Card Secure eliminates the transfer of consumer bank card data to merchants, point-of-sale terminals and smartphones when making purchases.

“With data breaches expected to cost \$2.1 trillion by 2019, Card Secure provides unparalleled security for merchants, card issuing banks and peace of mind for consumers,” said Tara Chand, Chairman and Chief Executive Officer of Internet Promise Group.

How does it work? Simply download the app one-time from an approved site or by calling customer service. To make a payment, Card Secure takes transaction metadata from the sales terminal or online screen in the form of a barcode and transmits it wirelessly to the payment processor for approval. Just click, snap and pay. No tap, swipe, login credentials or signature are required. Card Secure works with all merchant processing systems, yet unlike other payment options, it never sends your credit card data to the merchant.

Card Secure is faster, easier and more secure than every other purchase method. It also thwarts name, date of birth, mother's maiden name and Social Security number theft, as this data is never provided to merchants or stored in your smartphone. And for millions who still prefer using a plastic card to make payments instead of their phone, IPG's **Ultimate Card®** offers the same payment security but without using personal banking or account data, in case the card is lost or stolen.

Unlike Apple Pay, Google Wallet, Android Pay and other debit/card payment methods already in place, Card Secure eliminates transfer of personal bankcard and account data that thieves want from transactions. It also lowers merchant liability costs for safeguarding private third-party consumer data, as *crooks can't steal what isn't there!* No additional merchant hardware or added consumer fees are required.

Multiple U.S. and global patents have been issued and are pending for Card Secure and Ultimate Card. Internet Promise Group plans to partner with payment processing companies and launch its products within six months. For more information please contact Internet Promise Group at (310) 787-1400 or visit [www.internetpromisegroup.com](http://www.internetpromisegroup.com).

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### ***About Internet Promise Group***

Founded in 2014, Internet Promise Group, Inc. (IPG) develops and markets a wide range of mobile, security and information systems applications. IPG has invested \$5 million in research and development to engineer products and services that secure transactions, authenticate identity, increase safety and save lives. IPG and its wholly-owned subsidiaries hold 50 patents and more than 100 patents pending in advanced technology solutions for consumers, business and government.