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FOR IMMEDIATE RELEASE:

KICTeam launches S|M|A|R|T Cleaning Card for EMV Devices

AUBURN, Maine – 22 February, 2016:– KICTeam, Inc., the long established experts in cleaning products for electronic devices, has announced the launch of their S|M|A|R|T Cleaning Card designed specifically for use with EMV® chip card technology. EMV chip technology (also referred to as "CHIP & PIN" or "chip and signature") is the latest phase in payment and transaction systems that aids in increased security and reduction of card present fraud. Keeping equipment clean is critical for improving transaction completion rates and customer experience while reducing misreads, manual data entry and fraud potential.

The card's stronger, custom engineered material, longer length and uniquely designed "waffle" placement conforms to critical chip reader surface areas while also reaching more of the device interior. This single use, disposable card, has proven equally effective for swipe, friction heads and landings in all card reader devices, including ATMs and self-serve kiosks. The cleaning card is:

- Pre-saturated with the proper solution in exact measure to safely dissolve dirt and contaminants. (requires no additional products)
- Easier to use and more effective than multiple use dry cards.
- Packaged in convenient single use pouches to eliminate cross contamination between devices.

"KICTeam's S|M|A|R|T cleaning card featuring Waffletechnology® is the gold standard for all chip and pin or EMV devices. It is the ideal product designed to keep payment and transaction terminals operating at optimal levels," said John Condon, Vice President of Operations for KICTeam. "We've spent months on design and testing to ensure the best clean possible."

The S|M|A|R|T Cleaning Card is available now in the US. It will launch in Canada and Europe in the next 60 days.

NOTE: EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

About KICTeam: KICTeam are world leading technical cleaning experts. KICTeam designs, manufactures and educates the market on disposable products which increase device efficiency while reducing maintenance and ownership costs. Since the introduction of patented Waffletechnology® in 2004, KICTeam has educated thousands of major companies across multiple industries, in the fast, easy, money saving techniques and the benefits of preventative equipment cleaning. The Auburn, Maine, USA, facility includes production, warehousing, order fulfillment and sales and executive offices. KICTeam has production, regional servicing and distribution in the UK, and offices in Canada, Oceania, Europe, Brazil and Singapore. For more information, visit www.kicteam.com.