



Press Release: For Immediate Distribution

Winners of ATM Industry Awards
Presented at ATMIA's Record-Breaking 11th Annual Conference and Expo

Sioux Falls, USA & London, England, February, 2010

During ATMIA's record-breaking 11th annual conference and expo, held in Miami last week, where over 740 industry professionals from all over the US and from multiple overseas locations gathered, the association presented its 2009 industry awards to the winners.

"These award winners all exerted powerful leverage to change and improve the ATM industry," Mike Lee, ATMIA's CEO, said at the start of the presentations, quoting the famous claim of Archimedes that he could move the world if he only had a lever and a firm place to stand on.

Two ATMIA Lifetime Achievement Awards were handed over to the pioneers of Tidel Engineering in recognition of their decisive contribution towards revolutionizing the retail ATM in the United States and beyond: Mark K. Levenick, President, Tidel Engineering and Michael F. Hudson, Executive Vice President, Tidel Revolution, LLC.

The new Award for Excellence (2009), jointly presented by ATMIA and ATMmarketplace.com, went to Cash Connect for their state-of-the-art CashTrack web system. Cash Connect is the longest-serving provider of vault cash in America.

The Global ATM Security Alliance Award for Best Contributor to ATM Security was presented to Peter Kulik, Vice President, Product Management, Fifth Third Processing Solutions, for his exceptional role as Technical Editor of the ATM Software Security Best Practices Guide which was published last year.

During the awards ceremony, the association also honored its CEO, Mike Lee, for 10 years' service and Director of Sponsorship and Conferences, Dana Benson, for organizing her 10th, and most successful ever, event.

ATMIA's awards criteria include:

- Long-term positive influence on improving the industry
- Excellence in technology or levels of service
- Leader in applying best practice
- Specific and measurable achievements producing tangible results

About ATMIA (www.atmia.com)

The ATM Industry Association is a global non-profit trade association with over 1,500 members in about 50 countries. Its mission is to promote ATM convenience, growth and usage worldwide, protect the ATM industry's assets, interests, good name and public trust; and provide education, best practices, political voice and networking opportunities for member organizations. In June 2003, ATMIA established the Global ATM Security Alliance (GASA) with the mission to employ global security resources in a united alliance in order to protect the ATM industry from criminal activity.