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**DEBIT NETWORK ALLIANCE COMPLETES CERTIFICATION PROCESS  
FOR DNA SHARED DEBIT AID**

*DNA Shared Debit AID Ensures Access and Choice*

MONTVALE, NJ – August 13, 2015 – The Debit Network Alliance LLC (DNA) — comprised of 10 leading U.S. debit networks — announced it is ready to deploy the DNA Shared Debit AID. This work not only ensures merchants have the choice to accept non-global branded debit cards at the POS, but also ensures merchants have choice in how they route their transactions — giving them the ability to maximize their profits.

The deployment of DNA’s shared application identifier (AID) for chip cards means card issuers can offer their customers a non-global branded debit card that will be accepted domestically. Having the choice of issuing non-global branded debit cards means issuers can control costs by lowering transaction fees. The work to deploy the DNA Shared Debit AID could not have happened without the efforts of a couple of key partners. Gemalto provided the technical support to ensure the shared AID is up to industry standards, and FIME provided testing and certification tools of the shared AID to speed up successful and efficient market integration while still ensuring security and interoperability.

”DNA is actively engaged with numerous issuers, issuer processors, acquiring processors and merchants as they work to certify their DNA Shared AID offerings,” stated Paul Tomasofsky, DNA executive director. “We look forward to working with the industry to provide interoperable adoption of chip technology for debit payments, while supporting security, innovation, and optimal technology choice.”

For additional information about DNA, visit [www.DebitNetworkAlliance.com](http://www.DebitNetworkAlliance.com) .