



**FOR IMMEDIATE RELEASE**

**Contact:** Beth P. Quezada  
Echo Media Group  
714-573-0899, ext. 226  
[beth@echomediapr.com](mailto:beth@echomediapr.com)

## **THE RETAIL EQUATION DESIGNATED PCI DSS COMPLIANT**

### ***Detailed Evaluation Shows Company Applies Stringent Credit Card Data Security Standards to Handling of All Sensitive Information***

**IRVINE, Calif. (May 10, 2010)**—The Retail Equation, the industry leader in retail transaction optimization solutions, today announced it is again validated compliant with the Payment Card Industry Data Security Standard (PCI DSS). Digital Resources Group (DRG), a Qualified Security Assessor Company (QSAC) and Approved Scan Vendor (ASV) credentialed by the PCI Security Standards Council, conducted the PCI DSS compliance validation in a time when PCI DSS standards are becoming increasingly rigorous each year.

“By meeting the card industry’s most stringent set of data security requirements, PCI DSS v1.2, and validating its compliance against this standard, The Retail Equation has demonstrated that data security is of the utmost importance to the company and its clients,” explained Jim Cowing, CISSP, QSA and CEO for DRG. “Not only has the company adhered to cardholder security best practices, it is also diligent in the application of the same standards to the handling of sensitive consumer transaction information, like drivers license data—positioning the company as an industry leader in security compliance.”

PCI DSS is the payment card industry data security requirement for entities that store, process or transmit cardholder data, and has been endorsed by all the major card brands—Visa Inc., MasterCard Worldwide, Discover Network, American Express and JCB. Audits to assess PCI DSS compliance must be conducted on a regular basis by all service providers and major retailers. The Retail Equation, which works with retailers nationwide to offer return optimization solutions, engaged DRG to conduct a third-party security review to determine whether the company met PCI requirements related to the protection of data contained in retail transactions provided by its clients. The Retail Equation and all systems involved in utilizing cardholder data and personally identifiable

information used for identification and analysis were evaluated by DRG during the compliance validation process.

“Given today’s meticulous PCI DSS testing requirements, The Retail Equation is pleased to be re-validated as PCI DSS compliant. While the PCI assessment focuses on our credit card security, we take those standards and apply them to the personally identifiable information that is even more critical to us and our retail clients,” said Raymond Kelly, IT director for The Retail Equation. “The security of our infrastructure is absolutely vital for our clients’ peace of mind, and this important designation reaffirms the message that we are a solid, secure business partner, proficient in safeguarding valuable data.”

### **About The Retail Equation**

The Retail Equation, headquartered in Irvine, Calif., is the industry leader in retail transaction optimization solutions. The company’s applications use statistical modeling and analytics to predict consumer behavior, and its software-as-a-service delivery enables retailers to achieve significant and measurable return-on-investment. Its solutions are operating in more than 15,000 stores in North America, supporting a diverse retail base of specialty, department, sporting goods, auto parts and more. For more information, visit [www.theretailequation.com](http://www.theretailequation.com).

### **About Digital Resources Group**

Digital Resources Group (DRG), [www.drsgf.com](http://www.drsgf.com), is a global information security assessment and data protection organization with over 12 years of experience delivering quality security, audit, risk and controls services to market leading companies through offices in the US and Latin America. DRG, a Qualified Security Assessor (QSA), Approved Scanning Vendor (ASV) and Payment Application Qualified Security Assessor (PA-QSA), is a leader in payment card industry (PCI) security validation and compliance services. Endorsed by industry card associations, as well as leaders from financial services, healthcare, telecommunications, and government agencies, many businesses rely on DRG for valuable security expertise. The company provides a range of consultation and technical security support solutions that provide high-quality, full-service security assessment, remediation, implementation, incident response and related support services to help organizations maneuver through the complex and changing security challenges and compliance requirements of various industry sectors.

###