



Jesta I.S. is PA-DSS certified by Coalfire

Retailers are assured of PA-DSS and PCI Compliance with Jesta's Vision Store

New York, NY – January 18, 2010 - Jesta I.S. Inc., a leading supplier of software solutions for the soft goods and specialty markets, announced today that Coalfire has certified Jesta I.S. Inc.'s Vision Store -PA (Payment Application) to be PCI PA-DSS compliant.

Cardholders, retailers and banks all victims of fraud where money and trust have been lost in the past years are concerned with protecting customer account data. As a result, the founders of the Payment Card Industry (PCI); Visa, MasterCard Worldwide, American Express, Discover Financial Services and JCB International have introduced a set of security standards to help ensure that the information associated with a debit or credit card transaction is protected.

These standards comprised of the PCI Data Security Standard (PCI DSS) and the Payment Application Data Security Standard (PA-DSS) assure accountability on how customer account information is used regarding security management, policies, procedures, network architecture, and software design among others.

Coalfire, a Qualified Security Assessor (QSA) and Payment Application Qualified Security Assessor (PA-QSA), has certified that the Jesta I.S. Vision Store-PA is in compliance with the PA-DSS. The upgrade to Vision Store 11.0 includes the new Jesta's Vision Store-PA that provides an innovative approach to isolating cardholder data and associated transaction processing from the rest of the retail enterprise.

Retailers can be assured that a customers' card data is never exposed; the processing of the card is done in a manner consistent and compliant with the Payment Card Industry standards. The purpose is to give retailers a new safe environment and to help them adapt easily and efficiently to these changes.

"It is very important to retailers that their credit and debit card transactions are secure. Not only are they facing imposed deadlines by the Payment Card Industry, but they are also facing an increased level of anxiety from their own customers' regarding privacy and security. With this certification, Jesta I.S. is well positioned to help retailers succeed in this challenge" stated Mr. Leslie Belcher, President, Jesta I.S. Inc.

About Coalfire

Coalfire Systems, Inc. is a leading IT audit and compliance firm that provides IT audit, security, and compliance management solutions throughout North America. Services include compliance testing, penetration testing, application code reviews and certifications. Customers are in the financial services, government, healthcare, education, legal, electric utility, and retail industries. Coalfire's solutions are adapted to requirements under emerging data privacy legislation including PCI, GLBA, HIPAA, NERC CIP, SOX, and FISMA. Coalfire is a Qualified Security Assessor (QSA) that conducts over 1,000 IT audits and assessments annually. For more information, visit www.coalfiresystems.com.



About PCI Security Standards Council

The PCI Security Standards Council is an open global forum for the ongoing development, enhancement, storage, dissemination and implementation of security standards for account data protection. The PCI Security Standards Council's mission is to enhance payment account data security by driving education and awareness of the PCI Security Standards. The organization was founded by American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa, Inc. Additional information is available at <https://www.pcisecuritystandards.org/index.shtml>.

About Jesta I.S.

Jesta I.S. is a leading supplier of business solutions leveraging more than 40 years of expertise in supply chain management systems for manufacturers, distributors and retailers primarily in the soft goods and specialty industries worldwide. Jesta I.S. is recognized for its expertise, innovative products and services and its commitment to evolving business solutions in today's rapidly changing business world. Jesta I.S.' solutions process essential business management information for well known industry leaders including Perry Ellis International (NASDAQ: PERY), PUMA AG (XETRA: PUMV.DE), Genesco Inc. (NYSE: GCO), Town Shoes Limited, Cole Haan, Haggar Clothing Co., Cavender's Boot City and DSW Inc. (NYSE: DSW) as well as many others. Additional information is available at www.jestais.com

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