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FOR IMMEDIATE RELEASE

SmartAction Announces Initial PCI Certification Project Completion

Playa del Rey, CA (July 25, 2011) – Smart Action Company announced the completion of its initial PCI DSS certification project today. The company complies with the guidelines for the security requirements of the Payment Card Industry Standards as a PCI DSS 2.0 service provider. PCI compliance adds an additional facet to the company’s flagship product, Smart Call Agents, which is an Interactive Voice Response system powered by Artificial General Intelligence and handles order processing, customer service, and billing at a fraction of the cost of live agents.

“Our customers can rest assured that their data is secure with us,” said Peter Voss, founder and CEO. “We are determined to provide the best service available anywhere and this PCI certification is just another way of validating our commitment to our customers.”

The most stringent requirements of PCI standards safeguard customers’ data, including credit card and banking information. The process to become PCI compliant requires hundreds, often thousands, of man hours of work to make sure that each of the security requirements is adequately addressed. All aspects of the company are affected, including data center security, employee training and hiring, as well as software development.

About the PCI Security Standards Council

The PCI Security Standards Council is an open global forum, launched in 2006, that is responsible for the development, management, education, and awareness of the PCI Security Standards, including the Data Security Standard (PCI DSS), Payment Application Data Security Standard (PA-DSS), and PIN Transaction Security (PTS) requirements.

About Smart Action Company LLC

SmartAction is a leader in call automation, providing hosted speech IVR services to medium-sized to Fortune 500-sized customer service call centers. Our state-of-the-art solution contains artificial general intelligence and natural language capabilities, allowing us to handle more complex calls than the most advanced IVRs. This translates to a superior customer experience with proven higher call completion rates at about a quarter of the cost of live agents. Learn more at www.smartaction.com or call 888-882-9250.