



ICMA presents Placard the 2005 ELAN Award

The International Card Manufacturing Association ("ICMA") has awarded Placard's tactile card design with the 2005 Technical Achievement Elan Award for Card Manufacturing Excellence. This very prestigious award - only given to a very few for outstanding developments in card design and manufacturing - was announced at the ICMA EXPO in Miami, FL on October 18, 2005

Placard has a dedicated Research & Development division constantly working to develop innovative products and processes. The **tactile card** is patented by Placard and features a "debossed" look that can be reversed to create Braille characters. The card has a novel touch



and appeal unparalleled in the marketplace, adding a dimensional feature that can be applied to logos and text. The tactile card is offered by Placard in the Asia Pacific market and is currently being introduced in Canada and US by its sister company Metaca Corporation.

About Placard Pty.

Placard is one of the largest card services and smart card providers in the Australasian market, serving the financial services, telecommunications, retail, insurance, government and utility industries. Placard is focused on providing its clients with tailored solutions based on their current and future business needs and is well established as a high quality card supplier. Combining security accreditation from Visa, MasterCard, Bankcard, American Express and Diners Club with a quality system certified by Lloyds Register, Placard is in full compliance with the latest global quality assurance standards.

As a member of Secure Products International (SPI), Placard is well aligned globally with other organizations specializing in the production of secure products. This provides the company access to the most innovative technologies as well as the financial stability for continuous investment. Secure Products International (SPI) is the secure transaction products and services division of MDC Partners (RSX:MDZ.A/NASDAQ:MDCA)

For more information, visit www.placard.com.au and www.spi-worldwide.com

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